

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

201. How satisfied are you with the quality of journalism?

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very satisfied	98	1.8	5	.4	40	1.9	35	2.8	19	2.1	3	.8	3	.3	47	2.1	31	2.4	14	3.1	27	1.9	70	1.8
Somewhat satisfied	1347	25.1	354	33.0	532	24.8	286	23.1	176	19.2	128	35.7	321	31.9	523	23.2	297	22.7	79	18.0	368	25.7	982	25.0
Somewhat dissatisfied	1535	28.6	358	33.3	644	30.0	314	25.4	219	24.0	113	31.6	352	35.0	660	29.3	314	24.0	96	21.7	419	29.3	1115	28.3
Very dissatisfied	2298	42.8	308	28.7	905	42.2	593	48.0	492	53.9	105	29.3	285	28.3	1002	44.4	657	50.3	249	56.5	599	41.8	1698	43.2
Not sure	88	1.6	49	4.5	25	1.2	7	.6	8	.8	9	2.6	45	4.5	23	1.0	8	.6	3	.7	18	1.3	70	1.8
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very satisfied	42	2.1	12	1.2	28	1.8	16	2.1	15	2.3	31	3.4	28	1.8	15	1.0	4	.9	2	.8	24	2.5	74	1.7
Somewhat satisfied	499	25.0	259	24.9	404	26.5	175	22.0	186	29.3	397	43.8	530	35.1	154	10.3	11	2.2	32	13.1	264	27.7	1084	24.6
Somewhat dissatisfied	608	30.5	294	28.3	425	27.9	210	26.5	183	28.8	325	35.9	471	31.2	403	27.0	72	14.9	57	23.7	264	27.6	1267	28.7
Very dissatisfied	793	39.8	452	43.5	658	43.2	388	48.8	247	39.0	135	14.9	450	29.8	912	61.1	388	80.5	150	62.4	367	38.4	1936	43.9
Not sure	51	2.6	22	2.1	10	.6	5	.6	3	.5	18	2.0	30	2.0	10	.6	7	1.5	0	.0	37	3.8	52	1.2
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

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201. How satisfied are you with the quality of journalism?

	Total		Religion								BornAgain				Often attend church											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very satisfied	95	1.8	24	1.7	47	1.8	3	2.1	21	2.0	26	2.3	22	1.5	15	2.4	19	1.5	8	1.3	9	2.1	32	2.0	13	1.9
Somewhat satisfied	1317	25.1	389	27.5	593	22.6	46	29.1	289	27.5	182	16.1	400	27.5	112	18.0	283	22.2	181	28.9	119	26.5	428	26.9	184	26.7
Somewhat dissatisfied	1499	28.5	373	26.3	709	27.0	59	37.7	357	34.0	270	23.9	433	29.7	157	25.2	334	26.3	202	32.3	154	34.2	456	28.7	213	30.9
Very dissatisfied	2257	43.0	624	44.0	1224	46.6	46	29.1	363	34.6	639	56.5	564	38.7	337	53.9	619	48.6	229	36.6	165	36.6	632	39.7	262	38.0
Not sure	86	1.6	8	.6	54	2.1	3	2.0	21	2.0	14	1.2	38	2.6	3	.5	18	1.4	5	.9	2	.5	42	2.7	17	2.5
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		Shop Wal-Mart								Income											
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very satisfied	21	2.7	19	1.5	27	1.6	31	2.1	0	.4	9	2.3	8	1.9	20	3.3	12	1.1	13	1.7	29	2.0
Somewhat satisfied	159	20.2	315	24.4	455	26.4	409	27.3	12	18.7	115	28.5	117	28.0	160	25.6	263	25.0	215	26.9	330	23.1
Somewhat dissatisfied	199	25.2	348	26.9	487	28.2	480	32.1	20	31.5	123	30.3	123	29.5	201	32.3	332	31.5	207	26.0	374	26.2
Very dissatisfied	387	49.2	585	45.2	747	43.3	547	36.6	31	49.0	139	34.3	157	37.7	232	37.2	442	42.0	353	44.1	671	47.0
Not sure	21	2.7	25	2.0	11	.6	29	1.9	0	.4	19	4.7	12	2.9	10	1.6	4	.4	11	1.3	25	1.8
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

201. How satisfied are you with the quality of journalism?

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very satisfied	98	1.8	14	1.5	84	1.9	15	2.2	83	1.8	34	1.7	64	2.0	32	1.8	63	1.9	47	1.7	51	2.0
Somewhat satisfied	1350	25.1	164	17.1	1186	26.9	153	22.4	1197	25.5	423	20.4	904	28.5	349	19.3	976	29.4	699	25.4	648	24.9
Somewhat dissatisfied	1528	28.5	247	25.7	1281	29.1	174	25.5	1363	29.1	588	28.3	923	29.1	464	25.6	1010	30.4	809	29.3	723	27.7
Very dissatisfied	2304	42.9	529	55.1	1775	40.3	330	48.3	1969	42.0	1022	49.2	1204	37.9	946	52.2	1207	36.4	1164	42.2	1133	43.5
Not sure	88	1.6	6	.6	83	1.9	11	1.6	77	1.7	8	.4	79	2.5	22	1.2	63	1.9	37	1.3	52	2.0
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	----- Race -----										----- Region -----								----- Resident -----					
	White		Hisp		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very satisfied	69	1.7	10	1.9	17	2.9	1	1.0	1	1.1	36	3.0	20	1.4	20	1.2	22	2.0	22	1.9	53	1.8	23	1.7
Somewhat satisfied	934	23.4	194	36.4	179	30.7	21	19.7	14	12.8	389	31.8	335	24.2	368	22.3	245	23.0	388	33.7	562	19.5	398	29.8
Somewhat dissatisfied	1178	29.5	136	25.7	159	27.2	27	25.3	27	25.6	341	27.8	421	30.4	466	28.2	287	27.0	368	31.9	714	24.8	449	33.6
Very dissatisfied	1766	44.3	182	34.2	197	33.6	57	54.0	61	57.2	448	36.6	596	43.0	762	46.2	482	45.3	358	31.1	1487	51.7	452	33.8
Not sure	42	1.1	10	1.8	33	5.6	0	.0	4	3.4	10	.8	12	.9	34	2.1	29	2.8	16	1.4	59	2.1	14	1.0
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

201. How satisfied are you with the quality of journalism?

	~~ Total ~~		~~~~~ Gender ~~~~~				~~~~ Outside wages ~~~~				~~~~~ Status ~~~~~							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very satisfied	97	1.8	40	1.6	57	2.1	37	2.1	20	2.0	58	1.8	19	1.5	18	2.7	1	.6
Somewhat satisfied	1345	25.2	547	21.2	798	28.8	524	30.5	274	26.3	713	21.9	341	27.9	192	29.2	99	48.1
Somewhat dissatisfied	1531	28.7	701	27.2	830	30.0	536	31.2	287	27.5	881	27.1	437	35.7	165	25.2	49	23.7
Very dissatisfied	2279	42.7	1275	49.5	1005	36.3	569	33.1	436	41.8	1566	48.1	391	31.9	268	40.8	54	26.1
Not sure	88	1.7	12	.5	77	2.8	51	3.0	25	2.4	34	1.1	37	3.0	15	2.2	3	1.4
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

202. Where do you get most of your news and information?

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	656	12.2	97	9.0	234	10.9	155	12.5	170	18.6	33	9.3	97	9.7	246	10.9	192	14.7	88	19.9	165	11.5	489	12.4
Television	1693	31.5	225	20.9	590	27.5	475	38.5	403	44.2	66	18.4	233	23.2	656	29.1	536	41.0	201	45.6	401	28.0	1288	32.7
Radio	651	12.1	131	12.2	292	13.6	144	11.7	84	9.2	21	6.0	142	14.1	309	13.7	139	10.6	40	9.0	202	14.1	449	11.4
Magazine	42	.8	11	1.0	13	.6	6	.5	12	1.3	1	.4	9	.9	15	.7	10	.8	5	1.2	6	.4	35	.9
Internet sites	2144	39.9	570	53.1	948	44.2	415	33.6	211	23.1	208	58.1	504	50.1	957	42.4	380	29.1	94	21.4	619	43.2	1533	39.0
Blogs	82	1.5	19	1.8	37	1.7	17	1.4	8	.9	11	3.2	11	1.1	38	1.7	18	1.4	3	.7	16	1.1	64	1.6
Friends/neighbors	9	.2	3	.3	1	.0	2	.2	3	.3			3	.3	2	.1	4	.3			4	.3	5	.1
Religious groups you belong to	3	.0					3	.2						1	.0	2	.1						3	.1
Groups other than religious	7	.1			5	.2	2	.2	0	.0			0	.0	6	.2	1	.1					7	.2
Other	28	.5			12	.6	10	.8	6	.7					16	.7	11	.8	2	.4	5	.4	23	.6
Don't pay attention to news	29	.5	8	.8	11	.5	3	.2	8	.9	8	2.1	2	.2	9	.4	8	.6	3	.6	12	.8	17	.4
Not sure	24	.4	9	.9	4	.2	2	.2	8	.9	9	2.6	3	.3	2	.1	5	.3	5	1.2	2	.2	22	.5
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

202. Where do you get most of your news and information?

	Total		~~~~~ Live ~~~~~								~~~~~ Ideology ~~~~~												~~~~~ Union ~~~~~			
	f	%	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	656	12.3	265	13.3	129	12.4	199	13.0	63	7.9	101	15.9	167	18.5	206	13.6	133	8.9	22	4.5	16	6.7	115	12.1	535	12.1
Television	1681	31.4	494	24.8	369	35.5	493	32.4	325	40.9	106	16.8	241	26.7	524	34.7	560	37.5	141	29.3	62	25.9	293	30.7	1399	31.7
Radio	652	12.2	252	12.7	108	10.4	215	14.1	77	9.7	59	9.3	80	8.9	133	8.8	226	15.2	101	20.9	31	12.8	165	17.3	487	11.0
Magazine	42	.8	18	.9	8	.7	7	.5	9	1.1	8	1.2	9	.9	9	.6	13	.9	1	.2	2	.7	7	.8	34	.8
Internet sites	2147	40.1	900	45.2	396	38.1	560	36.8	291	36.6	320	50.5	384	42.4	589	39.0	522	34.9	199	41.3	123	50.8	340	35.6	1810	41.0
Blogs	82	1.5	41	2.1	10	1.0	19	1.2	12	1.5	34	5.4	19	2.1	17	1.1	10	.7			2	.7	14	1.4	68	1.5
Friends/neighbors	9	.2	1	.1			8	.5	0	.0					4	.3	0	.0	4	.8			6	.7	3	.1
Religious groups you belong to	3	.0					1	.1	2	.2					1	.0	1	.1	1	.2					3	.1
Groups other than religious	7	.1	1	.1			1	.0	5	.7	1	.1			0	.0	1	.1	4	.8	0	.0	1	.1	6	.1
Other	28	.5	5	.3	11	1.0	8	.5	4	.6	1	.2	3	.3	8	.5	13	.9			1	.4	5	.5	24	.5
Don't pay attention to news	29	.6	13	.6	8	.7	6	.4	3	.3	1	.1	1	.1	8	.5	5	.3	9	1.8	4	1.7	7	.7	23	.5
Not sure	15	.3	1	.1	2	.2	7	.5	4	.6	2	.3	1	.1	11	.7	8	.5	1	.2	1	.2	2	.2	22	.5
Total	5351	100.0	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

202. Where do you get most of your news and information?

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	649	12.3	170	12.0	317	12.1	28	17.5	134	12.8	84	7.5	229	15.7	61	9.8	160	12.6	94	14.9	80	17.8	174	11.0	74	10.8
Television	1656	31.5	511	36.0	848	32.3	34	21.3	264	25.1	380	33.6	456	31.3	192	30.7	422	33.1	214	34.3	106	23.5	534	33.6	184	26.6
Radio	634	12.1	140	9.8	348	13.2	15	9.3	132	12.6	170	15.0	170	11.7	90	14.4	199	15.7	67	10.6	44	9.8	173	10.9	68	9.9
Magazine	39	.8	6	.5	26	1.0	0	.1	7	.6	11	1.0	15	1.0	9	1.5	9	.7	6	.9	2	.5	9	.6	4	.6
Internet sites	2098	39.9	547	38.6	1007	38.3	74	47.2	470	44.7	452	40.0	539	37.0	242	38.8	451	35.4	233	37.3	198	44.0	649	40.8	333	48.3
Blogs	79	1.5	14	1.0	32	1.2	6	4.1	27	2.6	13	1.1	19	1.3	14	2.3	4	.3	4	.6	8	1.7	30	1.9	21	3.0
Friends/neighbors	9	.2	6	.4					3	.3					7	1.0	0	.0					2	.2		
Religious groups you belong to	3	.0	1	.0	2	.1					2	.2			3	.4										
Groups other than religious	7	.1	2	.1	4	.2			1	.1	4	.4					5	.4					2	.1	0	.0
Other	26	.5	7	.5	16	.6			4	.3	9	.8	7	.5	3	.5	10	.8	2	.4	3	.8	5	.3	3	.4
Don't pay attention to news	29	.5	14	1.0	10	.4			5	.5	2	.2	8	.6	2	.3	8	.6	5	.8	8	1.8	6	.4	1	.1
Not sure	24	.4	1	.1	18	.7	1	.6	4	.4	5	.4	13	.9	2	.3	4	.3	1	.1	1	.1	5	.3	2	.2
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

202. Where do you get most of your news and information?

	Total		Shop Wal-Mart										Income											
			Weekly		Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	653	12.2	59	7.5	120	9.3	216	12.5	254	17.0	3	4.9	15	3.7	31	7.3	72	11.6	155	14.7	82	10.3	205	14.4
Television	1692	31.5	318	40.3	467	36.1	581	33.7	300	20.0	27	42.1	140	34.6	164	39.4	216	34.7	328	31.2	265	33.2	371	26.0
Radio	647	12.1	111	14.0	149	11.6	183	10.6	198	13.2	7	11.4	80	19.8	49	11.7	64	10.3	103	9.8	94	11.8	196	13.7
Magazine	42	.8	8	1.1	10	.8	10	.6	14	.9			2	.5	2	.4	1	.2	11	1.0	14	1.8	8	.6
Internet sites	2150	40.1	270	34.3	493	38.1	689	39.9	675	45.1	23	36.5	160	39.6	154	36.9	230	37.0	428	40.6	317	39.7	617	43.2
Blogs	82	1.5	7	.9	7	.5	24	1.4	44	2.9			4	.9	4	1.0	14	2.3	18	1.7	11	1.4	20	1.4
Friends/neighbors	9	.2	1	.1	6	.5			3	.2					2	.6	3	.6					3	.2
Religious groups you belong to	3	.0			2	.1	1	.1							1	.3			1	.1				
Groups other than religious	7	.1	4	.5	1	.1			1	.1	1	1.0			4	1.0			1	.1	1	.1		
Other	28	.5	1	.1	13	1.0	10	.6	2	.1	3	4.2	1	.1	3	.7	8	1.2	2	.2	2	.3	4	.3
Don't pay attention to news	29	.5	5	.6	11	.8	10	.6	4	.3			1	.4	1	.2	12	2.0	4	.4	7	.9	2	.1
Not sure	24	.4	5	.6	14	1.1	2	.1	3	.2			2	.4	2	.4			2	.2	5	.6	2	.1
Total	5366	100.0	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

202. Where do you get most of your news and information?

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	650	12.1	119	12.4	532	12.1	55	8.1	600	12.8	259	12.5	379	12.0	175	9.6	460	13.9	421	15.3	232	8.9
Television	1691	31.5	275	28.7	1416	32.1	286	41.9	1409	30.0	607	29.2	1040	32.8	640	35.3	962	29.0	718	26.1	968	37.1
Radio	651	12.1	136	14.2	515	11.7	83	12.1	568	12.1	243	11.7	391	12.3	210	11.6	400	12.1	350	12.7	303	11.6
Magazine	41	.8	4	.4	37	.8			40	.9	20	1.0	21	.7	14	.7	26	.8	35	1.3	7	.3
Internet sites	2152	40.1	374	39.0	1778	40.3	249	36.4	1901	40.5	893	43.0	1221	38.5	724	39.9	1349	40.6	1132	41.1	1015	38.9
Blogs	82	1.5	24	2.5	57	1.3	3	.4	79	1.7	24	1.1	57	1.8	12	.7	66	2.0	48	1.7	34	1.3
Friends/neighbors	9	.2			9	.2			9	.2	3	.2	6	.2	5	.3	4	.1	3	.1	6	.2
Religious groups you belong to	3	.0	2	.2	1	.0			3	.1	1	.0	2	.1	2	.1	1	.0	1	.0	2	.1
Groups other than religious	7	.1	4	.4	3	.1			7	.1	1	.1	6	.2	6	.3	1	.0	1	.1	6	.2
Other	28	.5	14	1.5	14	.3	4	.6	24	.5	5	.2	18	.6	11	.6	14	.4	13	.5	15	.6
Don't pay attention to news	29	.5	6	.6	23	.5	3	.5	26	.6	16	.8	13	.4	9	.5	19	.6	16	.6	14	.5
Not sure	24	.4	1	.1	23	.5			24	.5	4	.2	20	.6	7	.4	17	.5	17	.6	7	.3
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

202. Where do you get most of your news and information?

	Total		Race										Region								Resident					
	f	%	White		Hispanic		African American		Asian		Other		East		South		Central/Great Lakes		West		My city or town		America		The planet earth	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	650	12.2	474	11.9	62	11.6	96	16.3	13	11.9	6	5.6	204	16.7	174	12.6	158	9.6	112	10.5	220	19.1	254	8.8	179	13.4
Television	1681	31.6	1316	33.0	166	31.3	155	26.5	17	15.9	26	24.7	393	32.1	458	33.1	517	31.3	306	28.8	364	31.6	1023	35.6	299	22.4
Radio	639	12.0	458	11.5	52	9.8	109	18.7	10	9.1	11	10.2	115	9.4	181	13.0	202	12.3	151	14.2	99	8.6	384	13.3	169	12.7
Magazine	41	.8	34	.9	3	.5	2	.4	1	.8	1	.8	8	.7	7	.5	14	.9	12	1.2	12	1.0	14	.5	15	1.1
Internet sites	2134	40.1	1588	39.8	233	43.9	197	33.7	60	56.4	55	52.1	470	38.4	515	37.2	688	41.7	456	42.9	417	36.2	1127	39.2	603	45.2
Blogs	79	1.5	55	1.4	13	2.4	9	1.5	2	2.2			16	1.3	19	1.4	23	1.4	21	2.0	7	.6	28	1.0	46	3.5
Friends/neighbors	9	.2	9	.2	0	.0							3	.3			6	.4			1	.1	4	.1	4	.3
Religious groups you belong to	3	.0	3	.1											2	.1	1	.1			1	.1	1	.0	1	.0
Groups other than religious	7	.1	7	.2											1	.1	5	.3	1	.1	4	.4	1	.0	2	.1
Other	23	.4	14	.4			6	1.0	1	1.2	2	2.0	4	.4	5	.4	18	1.1	1	.1	5	.4	13	.4	11	.8
Don't pay attention to news	29	.6	19	.5	3	.5	2	.3	2	1.5	5	4.6	7	.6	9	.7	11	.7	2	.2	17	1.5	10	.4	2	.2
Not sure	24	.4	13	.3	0	.1	9	1.6	1	1.0			3	.2	13	1.0	5	.3	2	.2	5	.4	15	.5	3	.3
Total	5319	100.0	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

202. Where do you get most of your news and information?

	-- Total --		----- Gender -----				----- Outside wages -----				----- Status -----							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	653	12.2	379	14.7	274	9.9	182	10.6	92	8.8	415	12.8	133	10.9	82	12.4	25	11.9
Television	1671	31.3	688	26.7	983	35.5	504	29.4	474	45.4	1057	32.5	291	23.8	265	40.3	71	34.3
Radio	650	12.2	320	12.4	331	12.0	238	13.8	93	8.9	389	12.0	177	14.5	62	9.4	20	9.6
Magazine	42	.8	17	.6	25	.9	18	1.1	7	.7	28	.9	8	.7	3	.5	2	1.0
Internet sites	2143	40.1	1082	42.0	1061	38.3	725	42.2	335	32.1	1267	39.0	571	46.6	208	31.7	84	40.8
Blogs	82	1.5	46	1.8	35	1.3	21	1.2	15	1.4	41	1.2	28	2.2	11	1.6	3	1.4
Friends/neighbors	9	.2	0	.0	9	.3	1	.1	8	.7	8	.3			1	.2		
Religious groups you belong to	3	.0			3	.1	1	.1	2	.2	1	.0			2	.2		
Groups other than religious	7	.1	0	.0	7	.2	7	.4			6	.2			1	.1	0	.0
Other	28	.5	12	.4	17	.6	8	.5	8	.8	16	.5			12	1.8	1	.5
Don't pay attention to news	29	.6	16	.6	14	.5	10	.6	4	.4	11	.3	7	.6	11	1.6	0	.1
Not sure	24	.4	15	.6	9	.3	2	.1	6	.6	13	.4	10	.8	1	.2	1	.3
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

203. Which of the following is your most trusted source for news and information?

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	856	15.9	175	16.3	336	15.7	184	14.9	160	17.5	61	17.1	168	16.7	340	15.1	211	16.1	76	17.3	195	13.6	658	16.7
Television	1136	21.2	168	15.7	404	18.8	316	25.6	247	27.1	57	15.8	164	16.3	439	19.5	352	27.0	124	28.2	286	20.0	851	21.6
Radio	762	14.2	128	11.9	319	14.9	186	15.1	129	14.1	61	17.0	112	11.1	333	14.8	198	15.2	57	13.0	215	15.0	545	13.9
Magazine	109	2.0	25	2.4	42	1.9	16	1.3	26	2.9	5	1.4	25	2.5	42	1.8	22	1.7	15	3.5	23	1.6	86	2.2
Internet sites	1780	33.2	427	39.8	764	35.6	368	29.8	222	24.3	115	32.1	419	41.7	784	34.7	358	27.4	105	23.9	524	36.6	1256	31.9
Blogs	94	1.7	7	.6	46	2.2	25	2.0	16	1.7	4	1.2	6	.6	51	2.3	26	2.0	7	1.5	21	1.5	71	1.8
Friends/neighbors	17	.3			10	.5	4	.3	3	.3			1	.1	9	.4	7	.5			7	.5	10	.3
Religious groups you belong to	57	1.1	14	1.3	21	1.0	12	.9	10	1.1			18	1.8	21	.9	12	.9	7	1.5	25	1.7	32	.8
Groups other than religious	20	.4			9	.4	7	.6	5	.5			1	.1	11	.5	5	.4	4	.9	3	.2	17	.4
Other	92	1.7	18	1.7	40	1.9	24	1.9	11	1.2	6	1.6	12	1.2	49	2.2	21	1.6	4	.8	24	1.7	68	1.7
Don't pay attention to news	33	.6	8	.7	10	.5	5	.4	10	1.1	7	2.0	4	.4	7	.3	7	.5	7	1.6	15	1.1	18	.4
Not sure	411	7.7	102	9.5	147	6.8	88	7.1	74	8.2	42	11.6	77	7.6	169	7.5	89	6.8	35	7.9	94	6.6	322	8.2
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

203. Which of the following is your most trusted source for news and information?

	Total		~~~~~ Live ~~~~~								~~~~~ Ideology ~~~~~										~~~~~ Union ~~~~~					
	f	%	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	852	15.9	377	18.9	158	15.2	251	16.5	66	8.3	144	22.7	303	33.4	270	17.9	104	7.0	15	3.1	10	4.0	174	18.2	681	15.4
Television	1122	21.0	305	15.3	251	24.2	319	20.9	247	31.1	61	9.6	149	16.5	371	24.6	384	25.7	95	19.8	36	15.0	189	19.8	944	21.4
Radio	761	14.2	302	15.2	134	12.9	228	14.9	97	12.2	67	10.5	85	9.3	130	8.6	298	20.0	136	28.2	35	14.5	116	12.1	645	14.6
Magazine	110	2.1	51	2.6	19	1.9	23	1.5	16	2.1	14	2.3	32	3.5	23	1.5	27	1.8	7	1.4	4	1.7	26	2.7	84	1.9
Internet sites	1779	33.3	691	34.7	328	31.6	496	32.5	265	33.3	284	44.8	283	31.2	470	31.1	431	28.9	178	36.9	120	49.9	281	29.4	1503	34.1
Blogs	94	1.7	43	2.2	17	1.6	16	1.0	18	2.3	30	4.8	13	1.5	28	1.9	13	.9	3	.7	4	1.6	17	1.8	75	1.7
Friends/neighbors	17	.3	1	.0	5	.5	10	.6	1	.2	1	.1	1	.1	8	.6	4	.3	0	.1	2	.8	8	.9	9	.2
Religious groups you belong to	56	1.0	15	.8	17	1.6	16	1.0	8	1.0	0	.1			2	.1	18	1.2	23	4.8	7	2.7	13	1.4	44	1.0
Groups other than religious	20	.4	10	.5	0	.0	3	.2	7	.9	5	.8	0	.0	1	.1	6	.4	5	1.1	3	1.3	1	.1	19	.4
Other	92	1.7	22	1.1	28	2.7	25	1.7	16	2.0	8	1.3	4	.5	18	1.2	48	3.2	3	.7	6	2.3	38	4.0	54	1.2
Don't pay attention to news	33	.6	11	.6	6	.5	9	.6	7	.9	1	.1	4	.4	9	.6	11	.8	3	.6	3	1.2	5	.6	27	.6
Not sure	415	7.8	164	8.2	76	7.3	129	8.5	46	5.7	19	3.0	31	3.5	179	11.9	148	9.9	12	2.6	12	5.1	87	9.1	329	7.4
Total	5351	100.0	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

203. Which of the following is your most trusted source for news and information?

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	846	16.1	241	17.0	376	14.3	52	33.2	177	16.8	85	7.5	288	19.7	53	8.4	183	14.4	113	18.0	111	24.7	254	16.0	119	17.2
Television	1107	21.1	344	24.2	571	21.7	19	11.8	174	16.5	259	22.9	298	20.5	134	21.5	281	22.1	136	21.8	63	14.0	369	23.2	114	16.5
Radio	747	14.2	180	12.7	401	15.3	16	10.0	149	14.2	217	19.2	177	12.1	146	23.4	188	14.8	85	13.5	65	14.4	191	12.0	74	10.7
Magazine	107	2.0	19	1.3	56	2.1	3	2.1	29	2.8	17	1.5	39	2.7	13	2.1	19	1.5	14	2.3	16	3.5	30	1.9	15	2.1
Internet sites	1736	33.0	441	31.1	857	32.6	49	31.3	388	36.9	399	35.3	452	31.0	169	27.1	432	34.0	217	34.6	126	28.2	520	32.7	295	42.7
Blogs	90	1.7	20	1.4	38	1.5	6	4.1	25	2.4	11	1.0	25	1.7	11	1.7	9	.7	4	.7	9	2.0	40	2.5	17	2.5
Friends/neighbors	17	.3	6	.4	7	.3			4	.3			7	.5	4	.7	1	.1	3	.4	5	1.1	2	.1	2	.2
Religious groups you belong to	57	1.1	8	.6	44	1.7			4	.4	41	3.6	3	.2	26	4.1	27	2.1	2	.3	1	.2	1	.0		
Groups other than religious	20	.4	3	.2	13	.5	0	.3	4	.3	9	.8	4	.3	2	.3	8	.6	2	.3			7	.4	2	.3
Other	90	1.7	33	2.3	37	1.4	1	.9	19	1.8	11	1.0	26	1.8	14	2.2	17	1.3	7	1.1	16	3.5	26	1.6	11	1.7
Don't pay attention to news	33	.6	12	.8	15	.6			6	.6	5	.4	9	.6	4	.6	4	.3			9	1.9	13	.8	1	.1
Not sure	404	7.7	112	7.9	211	8.0	10	6.4	72	6.8	78	6.9	131	9.0	49	7.9	103	8.1	43	6.9	29	6.4	137	8.6	41	6.0
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

203. Which of the following is your most trusted source for news and information?

	Total		Shop Wal-Mart										Income											
	f	%	Weekly		Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	856	16.0	48	6.1	138	10.7	296	17.1	367	24.5	8	11.9	43	10.7	48	11.6	87	13.9	181	17.2	122	15.3	267	18.7
Television	1139	21.2	230	29.2	355	27.5	363	21.0	178	11.9	12	19.3	106	26.2	118	28.4	155	24.9	242	22.9	166	20.8	221	15.5
Radio	755	14.1	171	21.8	179	13.9	230	13.4	166	11.1	8	13.2	48	12.0	54	12.8	76	12.2	134	12.7	139	17.5	230	16.1
Magazine	110	2.0	9	1.1	20	1.6	36	2.1	42	2.8	3	5.3	5	1.2	13	3.1	4	.6	26	2.4	20	2.5	34	2.4
Internet sites	1785	33.3	217	27.6	405	31.3	589	34.1	556	37.1	19	29.7	155	38.3	126	30.2	188	30.2	373	35.3	252	31.6	483	33.8
Blogs	94	1.7	7	.9	16	1.3	21	1.2	48	3.2	1	1.7	6	1.5	6	1.4	7	1.1	26	2.4	11	1.4	22	1.5
Friends/neighbors	17	.3	2	.3	2	.2	6	.3	7	.5			2	.4			2	.3	3	.3	4	.5	4	.3
Religious groups you belong to	57	1.1	16	2.0	21	1.6	13	.7	7	.5			11	2.7	4	1.1	10	1.7	7	.6	6	.7	9	.6
Groups other than religious	20	.4	5	.7	6	.5	4	.3	4	.3	0	.4	0	.1	5	1.3	2	.3	5	.4	3	.4	1	.1
Other	92	1.7	16	2.0	19	1.5	33	1.9	21	1.4	3	4.6			5	1.3	18	2.9	9	.8	6	.7	31	2.2
Don't pay attention to news	33	.6	7	.9	16	1.3	8	.4	2	.1			3	.7	2	.5	12	2.0	4	.3	4	.5	2	.1
Not sure	409	7.6	59	7.5	114	8.8	128	7.4	100	6.7	9	13.9	25	6.3	35	8.4	61	9.8	47	4.4	65	8.1	124	8.7
Total	5366	100.0	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

203. Which of the following is your most trusted source for news and information?

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	855	15.9	122	12.7	733	16.6	61	8.9	794	16.9	324	15.6	513	16.2	192	10.6	644	19.4	554	20.1	300	11.5
Television	1130	21.0	177	18.5	952	21.6	217	31.7	922	19.7	375	18.1	738	23.3	425	23.4	675	20.3	435	15.8	701	26.9
Radio	761	14.2	180	18.8	580	13.2	145	21.3	614	13.1	398	19.2	343	10.8	306	16.9	410	12.4	446	16.2	314	12.0
Magazine	109	2.0	15	1.6	93	2.1	2	.3	106	2.3	46	2.2	63	2.0	33	1.8	71	2.1	83	3.0	27	1.0
Internet sites	1786	33.3	298	31.0	1489	33.8	169	24.7	1616	34.5	675	32.5	1078	34.0	611	33.7	1087	32.8	905	32.8	875	33.6
Blogs	93	1.7	25	2.6	68	1.5	6	.9	87	1.8	28	1.4	63	2.0	20	1.1	66	2.0	42	1.5	50	1.9
Friends/neighbors	17	.3	2	.3	15	.3			17	.4	10	.5	7	.2	8	.4	9	.3	11	.4	6	.2
Religious groups you belong to	57	1.1	13	1.3	44	1.0	10	1.5	46	1.0	15	.7	38	1.2	23	1.3	26	.8	6	.2	50	1.9
Groups other than religious	20	.4	7	.8	13	.3	3	.4	18	.4	6	.3	14	.4	12	.7	8	.2	9	.3	11	.4
Other	92	1.7	31	3.2	61	1.4	9	1.3	83	1.8	22	1.1	57	1.8	48	2.7	38	1.1	51	1.8	40	1.5
Don't pay attention to news	33	.6	3	.3	30	.7	5	.7	28	.6	13	.6	18	.6	8	.5	21	.6	11	.4	22	.9
Not sure	416	7.7	85	8.8	331	7.5	57	8.3	359	7.7	163	7.9	242	7.6	126	7.0	264	8.0	204	7.4	211	8.1
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

203. Which of the following is your most trusted source for news and information?

	Total		Race										Region								Resident					
	f	%	White		Hisp		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	851	16.0	635	15.9	79	14.9	111	19.0	16	15.3	9	8.0	255	20.8	206	14.9	231	14.0	147	13.8	262	22.8	301	10.5	291	21.8
Television	1134	21.3	909	22.8	101	19.1	95	16.3	7	6.7	20	19.0	270	22.1	296	21.4	399	24.2	169	15.9	266	23.1	692	24.1	177	13.2
Radio	744	14.0	571	14.3	55	10.3	85	14.5	13	12.0	21	19.4	134	10.9	213	15.4	251	15.2	159	14.9	118	10.2	502	17.5	139	10.4
Magazine	108	2.0	79	2.0	9	1.7	10	1.6	1	.8	9	8.4	30	2.5	21	1.5	26	1.6	31	2.9	34	3.0	38	1.3	37	2.8
Internet sites	1766	33.2	1253	31.4	212	39.9	207	35.4	58	54.2	36	34.1	389	31.8	454	32.8	524	31.7	398	37.3	324	28.1	940	32.7	516	38.7
Blogs	91	1.7	65	1.6	10	1.9	11	1.9	2	2.2	2	2.2	21	1.7	20	1.5	25	1.5	26	2.4	8	.7	42	1.4	43	3.2
Friends/neighbors	17	.3	13	.3	3	.6					1	.8	9	.7	6	.4	1	.1	1	.1	2	.1	4	.1	11	.8
Religious groups you belong to	57	1.1	54	1.4	1	.2			2	1.5			4	.3	23	1.6	23	1.4	6	.6	18	1.6	35	1.2	2	.2
Groups other than religious	20	.4	19	.5			0	.0	1	1.0	0	.2	2	.2	4	.3	8	.5	6	.6	7	.6	8	.3	5	.4
Other	87	1.6	63	1.6	13	2.5	7	1.2	2	1.9	1	1.0	26	2.1	16	1.1	28	1.7	22	2.0	22	1.9	43	1.5	25	1.9
Don't pay attention to news	33	.6	29	.7	2	.4	2	.3					7	.5	14	1.0	9	.5	3	.3	10	.9	19	.7	4	.3
Not sure	413	7.8	298	7.5	45	8.5	57	9.7	5	4.5	7	6.9	78	6.4	112	8.1	128	7.8	97	9.1	80	7.0	250	8.7	85	6.4
Total	5319	100.0	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

203. Which of the following is your most trusted source for news and information?

	-- Total --		----- Gender -----				----- Outside wages -----				----- Status -----							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Newspaper	853	16.0	451	17.5	402	14.5	284	16.5	113	10.8	451	13.9	251	20.5	108	16.4	40	19.3
Television	1133	21.2	490	19.0	643	23.2	326	19.0	316	30.3	700	21.5	200	16.3	195	29.7	41	19.7
Radio	757	14.2	394	15.3	363	13.1	240	14.0	123	11.8	538	16.5	118	9.6	81	12.3	20	9.6
Magazine	110	2.1	60	2.3	49	1.8	33	1.9	16	1.5	63	1.9	31	2.5	14	2.1	2	1.1
Internet sites	1768	33.1	894	34.7	874	31.6	553	32.2	319	30.6	1074	33.0	460	37.5	157	24.0	73	35.6
Blogs	93	1.7	46	1.8	47	1.7	30	1.7	17	1.6	55	1.7	21	1.7	10	1.6	6	2.8
Friends/neighbors	17	.3	5	.2	12	.4	7	.4	5	.5	13	.4	1	.1	4	.5		
Religious groups you belong to	55	1.0	28	1.1	27	1.0	14	.8	13	1.2	43	1.3	7	.6	6	.9	1	.5
Groups other than religious	20	.4	8	.3	13	.5	10	.6	2	.2	12	.4	1	.1	6	.9	1	.4
Other	91	1.7	37	1.5	53	1.9	38	2.2	15	1.4	56	1.7	15	1.2	18	2.7	3	1.4
Don't pay attention to news	33	.6	12	.5	21	.8	14	.8	7	.7	18	.5	7	.6	7	1.1	0	.1
Not sure	412	7.7	149	5.8	263	9.5	165	9.6	98	9.4	230	7.1	113	9.3	51	7.7	20	9.6
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

204. How important is journalism to the quality of life in your community?

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1763	32.8	290	27.0	678	31.6	450	36.5	344	37.7	67	18.6	307	30.5	753	33.4	467	35.8	169	38.3	430	30.0	1334	33.9
Somewhat important	2090	38.9	500	46.5	863	40.2	433	35.1	294	32.2	191	53.3	429	42.6	884	39.2	461	35.3	125	28.3	551	38.5	1536	39.0
Not very important	856	15.9	131	12.2	362	16.9	220	17.8	142	15.6	41	11.3	151	15.1	365	16.2	218	16.7	81	18.3	269	18.8	590	15.0
Not at all important	449	8.4	92	8.6	163	7.6	94	7.6	100	11.0	56	15.6	52	5.1	172	7.6	125	9.5	45	10.2	132	9.2	314	8.0
Not sure	210	3.9	61	5.7	81	3.8	36	3.0	32	3.5	4	1.1	67	6.6	82	3.7	35	2.7	21	4.9	50	3.5	160	4.1
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	723	36.3	340	32.7	463	30.4	233	29.3	324	51.2	369	40.8	546	36.2	330	22.1	127	26.3	54	22.5	314	32.9	1452	32.9
Somewhat important	758	38.1	374	36.0	627	41.1	327	41.1	228	35.9	368	40.7	622	41.2	586	39.2	147	30.6	93	38.8	387	40.5	1697	38.5
Not very important	262	13.2	197	18.9	236	15.5	163	20.5	41	6.5	96	10.6	186	12.3	355	23.8	101	21.1	52	21.6	146	15.3	712	16.1
Not at all important	163	8.2	85	8.2	141	9.3	52	6.5	21	3.3	26	2.8	101	6.7	166	11.1	92	19.1	40	16.7	52	5.4	399	9.0
Not sure	86	4.3	44	4.2	58	3.8	20	2.5	20	3.2	46	5.1	54	3.6	56	3.7	14	3.0	1	.5	56	5.9	154	3.5
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

204. How important is journalism to the quality of life in your community?

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1724	32.8	451	31.8	807	30.7	63	40.2	403	38.3	288	25.5	504	34.6	173	27.7	405	31.9	206	32.9	135	30.0	555	34.9	234	33.9
Somewhat important	2050	39.0	587	41.4	1015	38.6	62	39.2	386	36.7	457	40.5	543	37.3	247	39.6	528	41.5	246	39.3	178	39.7	581	36.5	275	39.9
Not very important	835	15.9	199	14.0	461	17.5	26	16.2	150	14.2	206	18.2	247	16.9	100	16.0	197	15.5	96	15.3	81	18.0	267	16.8	104	15.1
Not at all important	441	8.4	136	9.6	248	9.4	3	2.0	54	5.2	142	12.6	104	7.2	88	14.1	102	8.0	55	8.9	45	10.1	98	6.2	50	7.2
Not sure	204	3.9	46	3.2	96	3.7	4	2.4	58	5.6	37	3.3	58	4.0	17	2.7	40	3.1	22	3.6	10	2.2	90	5.6	27	3.9
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~						~~~~~ Income ~~~~~													
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	175	22.3	360	27.9	573	33.2	640	42.7	18	28.2	115	28.5	113	27.0	181	29.1	369	35.0	257	32.2	509	35.6
Somewhat important	305	38.7	510	39.5	671	38.9	584	39.0	18	28.0	187	46.1	201	48.2	275	44.1	404	38.4	300	37.6	479	33.6
Not very important	161	20.5	269	20.8	282	16.3	134	9.0	12	19.1	67	16.6	61	14.6	103	16.6	162	15.4	135	16.9	235	16.5
Not at all important	112	14.3	106	8.2	148	8.6	74	5.0	9	14.7	21	5.2	25	6.0	43	7.0	75	7.1	79	9.9	147	10.3
Not sure	33	4.2	47	3.6	52	3.0	65	4.3	6	9.9	15	3.6	17	4.2	20	3.2	44	4.2	27	3.4	58	4.1
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

204. How important is journalism to the quality of life in your community?

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1766	32.9	306	31.9	1460	33.1	186	27.2	1581	33.7	712	34.3	1020	32.1	487	26.9	1211	36.5	941	34.2	825	31.7
Somewhat important	2084	38.8	374	39.0	1710	38.8	255	37.3	1835	39.1	733	35.3	1315	41.4	719	39.6	1283	38.7	1078	39.1	1005	38.6
Not very important	856	15.9	144	15.0	712	16.1	128	18.7	731	15.6	352	17.0	491	15.5	341	18.8	484	14.6	389	14.1	466	17.9
Not at all important	451	8.4	104	10.8	347	7.9	92	13.5	357	7.6	234	11.3	196	6.2	212	11.7	191	5.8	238	8.6	210	8.1
Not sure	211	3.9	31	3.2	180	4.1	22	3.2	186	4.0	45	2.2	151	4.8	54	3.0	149	4.5	109	4.0	100	3.9
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1279	32.1	200	37.5	216	36.9	32	30.1	28	26.2	420	34.3	415	30.0	533	32.3	381	35.8	331	28.7	848	29.5	588	44.0
Somewhat important	1569	39.3	191	36.0	217	37.0	45	41.9	46	43.2	504	41.2	554	40.0	609	36.9	407	38.3	473	41.0	1086	37.8	524	39.3
Not very important	694	17.4	74	13.9	54	9.2	16	14.7	13	12.5	172	14.1	259	18.7	269	16.3	146	13.7	208	18.1	514	17.9	133	9.9
Not at all important	314	7.9	47	8.9	58	9.9	6	5.4	15	13.7	85	6.9	113	8.2	177	10.7	73	6.8	90	7.8	311	10.8	47	3.5
Not sure	134	3.4	20	3.8	40	6.9	8	7.9	5	4.5	43	3.5	43	3.1	63	3.8	58	5.4	50	4.4	115	4.0	44	3.3
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

204. How important is journalism to the quality of life in your community?

	-- Total --		----- Gender -----				----- Outside wages -----				----- Status -----							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1760	32.9	825	32.0	935	33.8	594	34.6	335	32.1	1062	32.6	379	31.0	241	36.6	82	39.9
Somewhat important	2082	39.0	978	38.0	1104	39.9	703	41.0	400	38.3	1218	37.5	522	42.6	247	37.6	79	38.5
Not very important	851	15.9	450	17.5	401	14.5	229	13.3	170	16.3	565	17.4	163	13.3	104	15.8	23	11.4
Not at all important	440	8.2	254	9.8	186	6.7	97	5.7	89	8.5	303	9.3	89	7.2	37	5.6	18	8.7
Not sure	209	3.9	68	2.6	141	5.1	92	5.4	49	4.7	105	3.2	72	5.9	29	4.4	3	1.6
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

205. Importance as a source of news and information - Newspapers

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1600	29.8	323	30.1	610	28.4	382	31.0	284	31.2	112	31.3	293	29.1	657	29.1	409	31.3	129	29.3	411	28.7	1186	30.1
Somewhat important	2095	39.0	518	48.3	814	37.9	439	35.6	323	35.4	154	43.0	480	47.7	847	37.5	446	34.1	169	38.2	562	39.3	1533	39.0
Not very important	864	16.1	116	10.8	395	18.4	203	16.5	150	16.5	44	12.2	113	11.2	411	18.2	230	17.6	67	15.2	245	17.1	620	15.8
Not at all important	801	14.9	116	10.8	323	15.1	208	16.8	154	16.9	48	13.4	118	11.7	338	15.0	222	17.0	75	17.0	212	14.8	591	15.0
Not sure	7	.1			4	.2	2	.2	1	.1			2	.2	3	.1	1	.1	1	.2	2	.2	5	.1
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	614	30.8	322	31.0	467	30.6	187	23.5	269	42.4	433	47.8	538	35.6	245	16.4	52	10.9	32	13.1	316	33.1	1282	29.1
Somewhat important	763	38.3	401	38.6	592	38.8	333	41.8	262	41.3	302	33.4	632	41.9	605	40.5	153	31.8	95	39.6	397	41.5	1698	38.5
Not very important	324	16.3	169	16.2	233	15.3	141	17.7	61	9.7	125	13.8	180	11.9	301	20.1	129	26.8	52	21.7	111	11.7	753	17.1
Not at all important	290	14.6	145	13.9	232	15.2	130	16.3	41	6.4	45	5.0	158	10.5	341	22.8	147	30.5	62	25.6	130	13.6	673	15.3
Not sure	1	.1	2	.2	0	.0	4	.6	1	.2			1	.1	2	.1					1	.1	6	.1
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

205. Importance as a source of news and information - Newspapers

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1555	29.6	452	31.9	675	25.7	71	45.1	356	33.9	182	16.1	480	32.9	139	22.2	332	26.1	214	34.2	167	37.2	492	30.9	207	30.0
Somewhat important	2058	39.2	549	38.7	1041	39.6	61	38.6	407	38.8	466	41.2	557	38.2	249	39.9	489	38.4	248	39.6	162	36.0	636	40.0	272	39.4
Not very important	853	16.2	218	15.4	446	17.0	13	8.4	176	16.8	223	19.7	217	14.9	73	11.7	270	21.3	84	13.3	67	15.0	242	15.2	120	17.4
Not at all important	781	14.9	198	14.0	462	17.6	12	7.7	108	10.3	258	22.8	202	13.9	163	26.1	181	14.2	77	12.4	52	11.5	219	13.8	90	13.0
Not sure	7	.1	1	.1	3	.1	0	.2	3	.3	2	.2	1	.1	1	.1			3	.4	1	.2	1	.1	2	.2
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~											
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	157	20.0	309	23.9	514	29.8	602	40.2	18	27.9	124	30.7	106	25.3	182	29.2	295	28.0	227	28.4	456	31.9
Somewhat important	320	40.6	541	41.9	674	39.0	547	36.6	14	22.7	169	41.8	184	44.1	264	42.4	457	43.3	276	34.5	507	35.5
Not very important	131	16.6	243	18.8	284	16.4	190	12.7	14	22.1	70	17.3	82	19.7	89	14.3	166	15.7	169	21.1	192	13.4
Not at all important	177	22.4	198	15.3	253	14.7	155	10.3	17	27.3	39	9.5	46	10.9	86	13.9	135	12.8	128	16.0	274	19.2
Not sure	3	.3	1	.1	1	.1	3	.2			3	.7			1	.2	1	.1				
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

205. Importance as a source of news and information - Newspapers

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1598	29.8	259	27.0	1339	30.4	159	23.2	1438	30.7	592	28.5	982	31.0	414	22.8	1137	34.3	890	32.3	708	27.1
Somewhat important	2095	39.0	379	39.5	1716	38.9	255	37.4	1844	39.3	773	37.2	1278	40.3	702	38.7	1311	39.5	1025	37.2	1070	41.1
Not very important	867	16.2	154	16.0	713	16.2	111	16.2	755	16.1	339	16.3	507	16.0	323	17.8	481	14.5	424	15.4	439	16.8
Not at all important	801	14.9	168	17.5	633	14.4	157	22.9	646	13.8	372	17.9	400	12.6	369	20.4	389	11.7	416	15.1	384	14.7
Not sure	7	.1			7	.2	1	.2	6	.1			6	.2	4	.2	2	.1	1	.0	5	.2
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1190	29.8	153	28.7	182	31.2	36	34.2	24	22.1	444	36.2	381	27.5	456	27.7	298	28.0	413	35.9	666	23.2	519	38.8
Somewhat important	1554	38.9	222	41.7	235	40.1	44	41.3	30	28.3	480	39.2	559	40.4	652	39.5	392	36.8	452	39.2	1102	38.3	541	40.5
Not very important	655	16.4	92	17.4	69	11.9	9	8.2	24	22.3	153	12.5	227	16.4	277	16.8	201	18.8	162	14.1	503	17.5	198	14.8
Not at all important	585	14.7	65	12.2	96	16.5	17	16.3	29	27.3	148	12.1	215	15.6	264	16.0	172	16.2	124	10.8	599	20.9	77	5.7
Not sure	5	.1			2	.3					0	.0	3	.2	2	.1	2	.1	1	.1	5	.2	1	.0
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

205. Importance as a source of news and information - Newspapers

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1593	29.8	760	29.5	834	30.1	544	31.7	285	27.3	917	28.2	421	34.3	193	29.4	59	28.7
Somewhat important	2087	39.1	938	36.4	1149	41.5	725	42.2	424	40.6	1222	37.6	502	41.0	254	38.7	99	47.9
Not very important	858	16.1	442	17.2	416	15.0	230	13.4	186	17.8	573	17.6	157	12.8	108	16.5	25	12.1
Not at all important	796	14.9	433	16.8	363	13.1	214	12.5	150	14.3	535	16.5	144	11.8	99	15.1	23	11.3
Not sure	6	.1	2	.1	4	.1	4	.2			4	.1	1	.1	2	.3		
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

206. Importance as a source of news and information - Television

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2021	37.7	412	38.4	766	35.7	504	40.8	340	37.2	150	41.8	383	38.1	807	35.8	521	39.9	160	36.3	518	36.2	1506	38.3
Somewhat important	2164	40.3	431	40.2	881	41.0	462	37.5	389	42.6	116	32.5	424	42.2	935	41.4	498	38.1	190	43.2	594	41.5	1570	39.9
Not very important	761	14.2	160	14.9	314	14.6	173	14.0	113	12.4	40	11.2	151	15.0	333	14.8	182	13.9	54	12.3	197	13.8	564	14.3
Not at all important	416	7.8	70	6.5	183	8.5	94	7.6	69	7.6	52	14.4	45	4.4	180	8.0	104	8.0	35	8.0	120	8.4	293	7.4
Not sure	5	.1			3	.1	1	.1	1	.1			2	.2	1	.0	1	.1	1	.2	3	.2	2	.1
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	694	34.8	394	37.9	606	39.8	317	39.8	191	30.1	372	41.1	666	44.1	524	35.1	131	27.3	85	35.2	358	37.5	1664	37.7
Somewhat important	853	42.8	403	38.8	624	41.0	285	35.9	228	36.0	389	43.0	576	38.2	667	44.7	193	40.1	81	33.8	358	37.5	1806	40.9
Not very important	266	13.4	155	14.9	206	13.5	126	15.8	140	22.2	105	11.6	182	12.1	202	13.6	80	16.6	39	16.3	174	18.2	587	13.3
Not at all important	177	8.9	84	8.1	87	5.7	67	8.4	73	11.5	38	4.2	85	5.7	99	6.6	77	16.0	35	14.7	65	6.8	351	7.9
Not sure	2	.1	3	.3			1	.1	1	.2	1	.1	0	.0							0	.0	5	.1
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

206. Importance as a source of news and information - Television

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1970	37.5	594	41.9	956	36.4	58	37.0	363	34.5	394	34.9	537	36.9	210	33.6	484	38.0	260	41.6	176	39.2	593	37.3	242	35.1
Somewhat important	2125	40.4	569	40.1	1077	41.0	68	43.4	411	39.1	441	39.0	627	43.0	254	40.6	534	42.0	245	39.1	184	40.9	637	40.1	268	38.9
Not very important	744	14.2	163	11.5	385	14.6	17	11.0	179	17.0	181	16.0	201	13.8	74	11.9	179	14.1	73	11.6	48	10.8	268	16.9	106	15.4
Not at all important	410	7.8	92	6.5	209	8.0	13	8.4	95	9.1	115	10.1	92	6.3	86	13.8	76	6.0	45	7.3	41	9.1	90	5.7	72	10.5
Not sure	5	.1	1	.1	1	.0	0	.2	3	.3	1	.1							3	.4			1	.1	1	.2
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~						~~~~~ Income ~~~~~													
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	306	38.9	514	39.8	642	37.2	536	35.8	27	42.0	154	38.0	185	44.2	251	40.3	402	38.1	294	36.8	493	34.5
Somewhat important	302	38.4	542	42.0	744	43.1	548	36.6	25	39.2	149	36.8	150	35.8	233	37.5	464	44.1	356	44.6	533	37.3
Not very important	92	11.7	154	11.9	235	13.6	268	17.9	10	15.3	68	16.9	57	13.7	79	12.8	121	11.5	101	12.7	261	18.3
Not at all important	84	10.7	81	6.3	106	6.1	143	9.6	2	3.5	31	7.6	26	6.3	57	9.2	67	6.3	48	6.0	141	9.9
Not sure	3	.4	1	.1			2	.1			3	.7			1	.2						
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

206. Importance as a source of news and information - Television

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
	f	%	Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2022	37.7	334	34.8	1688	38.3	304	44.5	1717	36.6	733	35.3	1253	39.5	687	37.9	1259	37.9	930	33.7	1089	41.8
Somewhat important	2165	40.3	395	41.2	1769	40.1	238	34.8	1935	41.3	877	42.3	1232	38.8	720	39.7	1349	40.6	1167	42.3	997	38.2
Not very important	760	14.2	147	15.3	613	13.9	79	11.6	679	14.5	274	13.2	473	14.9	242	13.3	477	14.4	414	15.0	345	13.2
Not at all important	416	7.7	83	8.7	332	7.5	62	9.1	354	7.5	192	9.2	210	6.6	162	8.9	232	7.0	243	8.8	172	6.6
Not sure	5	.1			5	.1			5	.1			5	.1	3	.1	2	.0	1	.0	4	.1
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1504	37.7	241	45.2	202	34.5	28	26.3	41	38.8	486	39.7	493	35.6	634	38.4	395	37.1	461	40.0	1132	39.4	425	31.8
Somewhat important	1637	41.0	193	36.3	221	37.8	57	53.7	38	35.3	512	41.8	593	42.8	626	38.0	413	38.8	480	41.7	1159	40.3	524	39.2
Not very important	550	13.8	61	11.4	106	18.1	15	14.4	16	14.7	138	11.2	216	15.6	230	14.0	170	16.0	127	11.1	366	12.7	266	19.9
Not at all important	295	7.4	38	7.1	54	9.2	6	5.5	12	11.2	88	7.2	81	5.8	159	9.6	85	8.0	83	7.2	214	7.5	119	8.9
Not sure	3	.1			2	.3					1	.1	2	.1	1	.0	1	.1	1	.1	3	.1	1	.1
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

206. Importance as a source of news and information - Television

	~~ Total ~~		~~~~~ Gender ~~~~~				~~~~ Outside wages ~~~~				~~~~~ Status ~~~~~							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2010	37.6	864	33.5	1147	41.4	662	38.6	483	46.3	1193	36.7	478	39.0	248	37.8	85	41.1
Somewhat important	2155	40.3	1038	40.3	1116	40.4	707	41.2	404	38.7	1345	41.4	450	36.8	287	43.7	77	37.3
Not very important	756	14.2	439	17.1	317	11.5	228	13.3	90	8.6	444	13.6	218	17.8	62	9.4	34	16.4
Not at all important	414	7.8	231	9.0	183	6.6	116	6.8	67	6.4	268	8.3	79	6.4	57	8.7	11	5.2
Not sure	5	.1	2	.1	3	.1	3	.2			2	.1			3	.5		
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

207. Importance as a source of news and information - Radio

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1717	32.0	305	28.4	772	36.0	382	31.0	258	28.3	92	25.6	311	31.0	806	35.8	401	30.7	107	24.2	500	34.9	1220	31.0
Somewhat important	2208	41.1	429	40.0	888	41.4	520	42.1	371	40.7	112	31.1	426	42.3	943	41.8	546	41.8	182	41.3	616	43.0	1592	40.5
Not very important	913	17.0	218	20.3	313	14.6	214	17.3	168	18.4	86	24.0	193	19.2	322	14.3	215	16.4	97	22.0	181	12.7	729	18.5
Not at all important	512	9.5	121	11.3	166	7.7	115	9.3	110	12.0	69	19.3	73	7.2	176	7.8	144	11.0	49	11.2	132	9.2	379	9.6
Not sure	17	.3			9	.4	3	.2	6	.6			2	.2	8	.3	1	.1	6	1.3	2	.2	15	.4
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	658	33.0	327	31.5	519	34.0	218	27.4	189	29.7	246	27.2	428	28.3	511	34.2	231	47.9	77	32.0	355	37.1	1366	30.9
Somewhat important	742	37.2	438	42.1	662	43.4	353	44.3	221	34.9	409	45.1	661	43.8	637	42.7	163	33.9	95	39.6	404	42.3	1809	41.0
Not very important	369	18.5	168	16.2	216	14.2	158	19.8	131	20.6	164	18.1	256	17.0	236	15.8	55	11.4	47	19.5	121	12.7	786	17.8
Not at all important	221	11.1	102	9.8	121	8.0	62	7.9	92	14.5	84	9.3	163	10.8	103	6.9	32	6.6	22	8.9	76	7.9	435	9.9
Not sure	2	.1	5	.4	6	.4	5	.6	2	.3	2	.2	2	.1	7	.4	1	.2			0	.0	18	.4
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

207. Importance as a source of news and information - Radio

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1677	31.9	444	31.3	850	32.3	54	34.1	330	31.4	406	35.9	423	29.1	230	36.8	456	35.9	188	30.1	151	33.6	480	30.2	179	25.9
Somewhat important	2174	41.4	607	42.8	1109	42.2	59	37.3	400	38.0	482	42.6	618	42.4	249	39.9	517	40.6	309	49.4	176	39.2	667	42.0	241	35.0
Not very important	894	17.0	230	16.2	450	17.1	30	19.2	184	17.5	179	15.8	268	18.4	100	16.0	187	14.7	86	13.7	87	19.3	290	18.2	143	20.8
Not at all important	491	9.3	133	9.4	210	8.0	15	9.2	133	12.7	58	5.1	146	10.0	44	7.0	112	8.8	40	6.4	35	7.8	149	9.4	120	17.4
Not sure	18	.3	5	.3	8	.3	0	.2	4	.4	6	.6	1	.1	2	.3	1	.1	3	.4			4	.3	6	.9
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~					~~~~~ Income ~~~~~														
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	291	36.9	371	28.7	513	29.7	512	34.2	30	47.7	136	33.5	114	27.2	179	28.7	334	31.7	275	34.4	499	34.9
Somewhat important	285	36.2	568	44.0	750	43.4	586	39.1	23	35.6	158	39.0	142	34.1	266	42.8	421	39.9	336	42.0	579	40.6
Not very important	141	17.9	206	16.0	302	17.5	255	17.0	5	7.2	51	12.6	113	27.2	119	19.1	186	17.7	117	14.6	234	16.4
Not at all important	68	8.6	141	10.9	156	9.0	142	9.5	6	9.4	58	14.2	44	10.6	54	8.7	111	10.6	68	8.5	117	8.2
Not sure	3	.4	6	.4	6	.3	3	.2			2	.6	4	.9	4	.6	1	.1	3	.4		
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

207. Importance as a source of news and information - Radio

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1721	32.1	366	38.1	1356	30.8	275	40.2	1442	30.8	763	36.7	926	29.2	619	34.1	1020	30.7	918	33.3	801	30.7
Somewhat important	2213	41.2	408	42.5	1805	40.9	263	38.5	1950	41.6	815	39.2	1343	42.3	741	40.9	1359	40.9	1120	40.7	1087	41.7
Not very important	909	16.9	111	11.5	798	18.1	95	13.9	818	17.4	339	16.3	547	17.3	318	17.5	564	17.0	467	17.0	442	17.0
Not at all important	507	9.5	72	7.5	435	9.9	45	6.5	467	10.0	158	7.6	342	10.8	125	6.9	371	11.2	249	9.0	261	10.0
Not sure	18	.3	4	.4	14	.3	6	.8	12	.3	1	.1	15	.5	9	.5	5	.2	1	.0	15	.6
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1274	31.9	160	30.1	215	36.7	25	23.8	28	26.1	353	28.9	447	32.3	525	31.8	386	36.3	313	27.2	1003	34.9	403	30.2
Somewhat important	1573	39.4	222	41.6	300	51.2	50	46.8	49	45.7	509	41.6	579	41.8	692	41.9	404	38.0	489	42.4	1207	42.0	511	38.3
Not very important	728	18.3	81	15.1	40	6.8	27	25.0	25	23.7	218	17.8	219	15.8	293	17.7	176	16.6	216	18.7	444	15.5	249	18.7
Not at all important	402	10.1	70	13.1	29	4.9	2	1.5	5	4.5	142	11.6	133	9.6	138	8.4	93	8.7	133	11.6	206	7.2	171	12.8
Not sure	12	.3			2	.3	3	2.9			3	.2	6	.4	3	.2	5	.5	2	.2	13	.5	1	.1
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

207. Importance as a source of news and information - Radio

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
			Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1712	32.1	761	29.5	951	34.4	634	36.9	317	30.3	1112	34.2	367	30.0	185	28.2	47	23.0
Somewhat important	2197	41.1	1121	43.5	1076	38.9	655	38.2	416	39.9	1316	40.5	478	39.0	306	46.6	90	43.6
Not very important	906	17.0	447	17.4	459	16.6	284	16.5	175	16.7	531	16.3	242	19.7	101	15.4	38	18.3
Not at all important	510	9.6	237	9.2	274	9.9	142	8.3	132	12.6	286	8.8	135	11.0	58	8.8	31	15.1
Not sure	16	.3	10	.4	7	.2	2	.1	4	.4	8	.2	4	.3	6	.9		
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

208. Importance as a source of news and information - Magazines

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	476	8.9	86	8.0	209	9.7	107	8.7	75	8.2	35	9.7	79	7.8	223	9.9	99	7.6	40	9.2	106	7.4	372	9.5
Somewhat important	1579	29.4	342	31.9	653	30.4	357	28.9	228	25.0	105	29.2	334	33.3	668	29.6	375	28.7	97	22.0	409	28.5	1174	29.9
Not very important	1706	31.8	379	35.4	638	29.7	384	31.1	305	33.4	91	25.5	375	37.3	679	30.1	413	31.6	148	33.6	467	32.6	1233	31.3
Not at all important	1570	29.2	258	24.0	636	29.6	379	30.7	297	32.5	120	33.4	214	21.3	674	29.9	411	31.5	150	34.1	444	31.0	1126	28.6
Not sure	35	.7	8	.8	12	.5	7	.6	8	.9	8	2.3	4	.4	10	.5	8	.6	5	1.1	8	.5	28	.7
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	214	10.8	95	9.1	112	7.3	58	7.3	93	14.6	128	14.1	137	9.1	66	4.4	32	6.7	18	7.6	102	10.7	376	8.5
Somewhat important	647	32.5	273	26.3	457	30.0	202	25.4	240	37.8	323	35.7	513	34.0	327	21.9	69	14.4	67	27.6	299	31.3	1284	29.1
Not very important	608	30.5	326	31.4	487	31.9	274	34.4	190	29.9	314	34.7	497	32.9	500	33.5	125	25.9	61	25.2	315	33.0	1389	31.5
Not at all important	509	25.6	340	32.7	461	30.2	253	31.8	111	17.5	138	15.2	359	23.8	581	38.9	250	51.9	95	39.6	238	24.9	1329	30.1
Not sure	13	.7	5	.5	8	.5	9	1.1	1	.2	3	.3	4	.3	19	1.3	5	1.0	0	.0	1	.1	35	.8
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

208. Importance as a source of news and information - Magazines

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	467	8.9	129	9.1	203	7.7	16	9.9	120	11.4	58	5.1	141	9.7	41	6.6	99	7.8	55	8.8	51	11.5	136	8.5	72	10.4
Somewhat important	1560	29.7	370	26.1	789	30.0	56	35.8	345	32.8	327	28.9	451	30.9	147	23.6	391	30.8	192	30.6	102	22.6	516	32.4	212	30.7
Not very important	1667	31.7	457	32.2	820	31.2	57	36.0	334	31.8	324	28.6	477	32.8	184	29.5	385	30.3	207	33.0	161	35.9	529	33.2	193	27.9
Not at all important	1526	29.1	455	32.1	797	30.3	29	18.1	246	23.4	416	36.8	376	25.8	242	38.8	392	30.8	168	26.9	133	29.5	403	25.3	207	29.9
Not sure	34	.6	7	.5	19	.7	0	.2	7	.7	5	.5	12	.8	10	1.6	4	.3	4	.6	2	.5	7	.5	8	1.1
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~						~~~~~ Income ~~~~~													
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	42	5.4	102	7.9	152	8.8	173	11.6	7	11.6	45	11.1	45	10.7	48	7.8	85	8.1	69	8.6	150	10.5
Somewhat important	176	22.4	326	25.2	505	29.3	551	36.8	19	30.7	134	33.0	106	25.5	183	29.4	324	30.8	204	25.5	428	29.9
Not very important	226	28.7	442	34.2	559	32.4	468	31.2	17	26.2	118	29.1	139	33.3	215	34.5	350	33.2	234	29.3	421	29.5
Not at all important	332	42.2	416	32.2	495	28.7	301	20.1	20	31.6	106	26.1	122	29.3	166	26.7	294	27.9	286	35.7	426	29.8
Not sure	10	1.3	6	.5	15	.9	4	.3			3	.7	5	1.2	10	1.6	0	.0	6	.8	4	.3
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

208. Importance as a source of news and information - Magazines

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	477	8.9	87	9.1	390	8.9	38	5.5	439	9.4	197	9.5	280	8.8	124	6.8	332	10.0	270	9.8	208	8.0
Somewhat important	1582	29.5	276	28.8	1306	29.6	160	23.4	1422	30.3	580	27.9	965	30.4	464	25.6	1056	31.8	815	29.6	759	29.1
Not very important	1707	31.8	283	29.5	1424	32.3	217	31.8	1493	31.8	625	30.1	1046	33.0	517	28.5	1108	33.4	898	32.6	808	31.0
Not at all important	1566	29.2	296	30.9	1269	28.8	262	38.4	1306	27.8	662	31.9	865	27.3	694	38.3	805	24.2	760	27.6	808	31.0
Not sure	36	.7	17	1.7	19	.4	6	.9	30	.6	12	.6	17	.5	14	.8	18	.5	11	.4	24	.9
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	345	8.6	47	8.9	52	8.9	7	6.9	21	19.5	116	9.5	101	7.3	145	8.8	113	10.6	106	9.2	188	6.5	185	13.9
Somewhat important	1116	28.0	180	33.9	221	37.7	41	38.7	19	17.5	395	32.3	424	30.6	425	25.7	314	29.4	374	32.4	699	24.3	500	37.5
Not very important	1287	32.3	148	27.8	192	32.9	29	27.5	30	27.9	408	33.3	440	31.8	522	31.6	325	30.5	337	29.2	960	33.4	409	30.6
Not at all important	1213	30.4	156	29.4	117	20.1	25	23.9	37	34.3	297	24.3	412	29.8	545	33.0	307	28.8	332	28.8	1008	35.1	228	17.1
Not sure	27	.7			3	.5	3	2.9	1	.8	8	.6	8	.5	14	.8	7	.6	4	.4	19	.7	12	.9
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

208. Importance as a source of news and information - Magazines

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
			Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	478	8.9	212	8.2	265	9.6	185	10.8	81	7.7	259	8.0	131	10.7	65	9.8	21	10.4
Somewhat important	1571	29.4	703	27.3	868	31.4	561	32.7	302	28.9	869	26.7	428	34.9	197	29.9	73	35.3
Not very important	1696	31.8	843	32.8	853	30.8	525	30.6	328	31.4	1020	31.4	411	33.6	199	30.3	68	33.2
Not at all important	1561	29.2	804	31.2	757	27.4	439	25.6	317	30.4	1085	33.4	251	20.5	184	27.9	43	21.1
Not sure	36	.7	12	.5	23	.8	7	.4	16	1.5	19	.6	4	.3	13	2.0		
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

209. Importance as a source of news and information - Web sites

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2254	42.0	605	56.4	938	43.7	469	38.0	242	26.5	192	53.5	572	56.9	945	41.9	434	33.2	111	25.1	608	42.4	1652	42.0
Somewhat important	2116	39.4	386	35.9	883	41.2	514	41.6	332	36.4	148	41.2	333	33.1	964	42.7	522	39.9	150	34.0	606	42.3	1503	38.2
Not very important	633	11.8	69	6.4	240	11.2	150	12.1	174	19.1	11	3.2	85	8.4	246	10.9	212	16.2	79	18.0	150	10.4	486	12.4
Not at all important	333	6.2	14	1.3	76	3.6	90	7.3	153	16.7	7	2.0	13	1.3	93	4.1	127	9.7	93	21.1	64	4.5	266	6.8
Not sure	32	.6			8	.4	12	1.0	11	1.2			3	.3	8	.3	12	.9	8	1.9	5	.4	27	.7
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	978	49.1	433	41.7	569	37.3	280	35.3	339	53.5	424	46.8	675	44.7	474	31.7	205	42.5	118	48.8	385	40.3	1877	42.5
Somewhat important	692	34.7	395	38.0	657	43.1	348	43.8	233	36.7	371	41.0	549	36.4	649	43.5	180	37.3	90	37.5	398	41.6	1710	38.8
Not very important	220	11.0	129	12.4	185	12.1	99	12.5	44	6.9	78	8.6	196	13.0	223	14.9	55	11.4	18	7.4	106	11.1	531	12.0
Not at all important	95	4.8	77	7.4	105	6.9	57	7.2	18	2.8	31	3.4	81	5.4	135	9.0	39	8.2	13	5.6	61	6.3	269	6.1
Not sure	7	.4	6	.5	9	.6	10	1.3	1	.2	2	.2	8	.5	13	.9	3	.7	2	.7	6	.7	25	.6
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

209. Importance as a source of news and information - Web sites

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2202	41.9	563	39.7	1068	40.7	66	41.7	504	48.0	481	42.5	573	39.3	257	41.1	527	41.5	245	39.2	202	45.1	626	39.4	350	50.7
Somewhat important	2083	39.7	578	40.8	1045	39.8	64	40.6	396	37.7	424	37.5	605	41.5	244	39.2	472	37.1	288	46.0	170	37.9	666	41.9	229	33.1
Not very important	618	11.8	172	12.1	334	12.7	19	12.4	94	8.9	146	12.9	184	12.6	87	13.9	167	13.1	62	9.9	40	9.0	195	12.2	75	10.8
Not at all important	320	6.1	94	6.6	170	6.5	8	5.2	48	4.6	75	6.6	91	6.2	35	5.5	97	7.7	26	4.2	35	7.9	91	5.7	34	4.9
Not sure	31	.6	11	.8	10	.4	0	.2	9	.8	4	.4	5	.4	2	.3	8	.7	4	.7	1	.2	12	.8	3	.5
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~											
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	286	36.3	488	37.8	703	40.7	752	50.2	25	39.5	212	52.4	147	35.2	245	39.3	442	42.0	309	38.6	641	44.9
Somewhat important	312	39.6	551	42.6	686	39.7	536	35.8	30	47.1	124	30.6	186	44.5	230	37.0	430	40.8	337	42.2	559	39.1
Not very important	122	15.5	165	12.8	212	12.3	130	8.7	7	10.9	43	10.6	58	14.0	95	15.2	116	11.0	99	12.3	140	9.8
Not at all important	61	7.7	80	6.2	117	6.8	71	4.7	2	2.4	21	5.2	22	5.4	49	7.9	62	5.9	53	6.6	84	5.9
Not sure	7	.9	8	.6	9	.5	7	.5			5	1.2	4	1.0	4	.6	3	.3	2	.2	4	.3
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

209. Importance as a source of news and information - Web sites

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2262	42.1	432	45.1	1829	41.5	250	36.5	2010	42.9	897	43.2	1319	41.6	747	41.2	1423	42.9	1176	42.7	1085	41.6
Somewhat important	2108	39.3	375	39.1	1733	39.3	278	40.7	1836	39.1	795	38.3	1266	39.9	705	38.9	1316	39.7	1069	38.8	1037	39.8
Not very important	637	11.9	102	10.6	535	12.1	102	14.9	535	11.4	232	11.2	390	12.3	224	12.3	377	11.4	323	11.7	312	12.0
Not at all important	329	6.1	45	4.7	284	6.4	49	7.2	282	6.0	140	6.8	182	5.7	122	6.7	189	5.7	173	6.3	158	6.1
Not sure	32	.6	5	.5	27	.6	5	.7	27	.6	12	.6	16	.5	16	.9	13	.4	15	.5	16	.6
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1581	39.6	268	50.4	296	50.5	53	49.4	46	43.0	495	40.4	557	40.3	699	42.4	488	45.9	443	38.4	1156	40.2	661	49.5
Somewhat important	1582	39.7	197	37.0	232	39.6	42	39.0	37	34.6	478	39.1	576	41.6	644	39.0	399	37.4	488	42.4	1127	39.2	490	36.7
Not very important	515	12.9	49	9.3	42	7.1	6	5.8	18	17.3	156	12.7	162	11.7	199	12.0	111	10.4	140	12.2	351	12.2	143	10.7
Not at all important	290	7.3	16	3.1	12	2.1	5	4.9	5	4.3	87	7.1	82	5.9	100	6.0	61	5.7	76	6.6	219	7.6	36	2.7
Not sure	21	.5	1	.2	4	.7	1	.8	1	.8	9	.7	7	.5	8	.5	6	.5	5	.4	21	.7	4	.3
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

209. Importance as a source of news and information - Web sites

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
			Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2256	42.2	1030	40.0	1226	44.3	829	48.3	396	37.9	1318	40.5	616	50.3	220	33.5	87	42.5
Somewhat important	2096	39.2	1040	40.4	1056	38.2	644	37.5	412	39.5	1268	39.0	480	39.2	268	40.8	85	41.5
Not very important	632	11.8	314	12.2	318	11.5	183	10.7	130	12.4	410	12.6	91	7.5	108	16.5	24	11.7
Not at all important	327	6.1	174	6.7	154	5.6	54	3.1	100	9.6	235	7.2	35	2.8	54	8.2	8	3.7
Not sure	30	.6	17	.7	13	.5	7	.4	6	.6	20	.6	3	.2	7	1.0	1	.7
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

210. Importance as a source of news and information - Blogs

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	484	9.0	137	12.8	178	8.3	101	8.2	68	7.5	22	6.1	132	13.1	194	8.6	112	8.5	24	5.6	126	8.8	360	9.2
Somewhat important	1123	20.9	302	28.1	436	20.3	244	19.8	140	15.4	85	23.6	288	28.7	443	19.6	241	18.4	66	15.1	275	19.2	849	21.6
Not very important	1274	23.7	240	22.4	540	25.2	303	24.5	191	20.9	72	20.0	252	25.0	568	25.2	304	23.3	79	18.0	370	25.8	901	22.9
Not at all important	2324	43.3	385	35.9	953	44.4	533	43.1	453	49.7	171	47.8	325	32.3	1006	44.6	583	44.6	239	54.3	637	44.5	1688	42.9
Not sure	162	3.0	9	.8	40	1.8	53	4.3	60	6.5	9	2.4	9	.9	45	2.0	68	5.2	31	7.1	25	1.7	136	3.5
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	209	10.5	89	8.6	117	7.7	73	9.1	129	20.3	81	9.0	139	9.2	75	5.0	42	8.8	19	7.7	115	12.0	371	8.4
Somewhat important	466	23.4	210	20.2	281	18.5	164	20.7	193	30.4	221	24.5	243	16.1	279	18.7	105	21.8	69	28.7	153	16.0	970	22.0
Not very important	486	24.4	237	22.8	360	23.6	173	21.7	153	24.1	249	27.6	388	25.7	327	21.9	87	18.0	45	18.7	227	23.7	1050	23.8
Not at all important	785	39.4	465	44.7	721	47.3	354	44.5	153	24.1	334	36.9	691	45.8	757	50.7	231	47.9	104	43.1	435	45.6	1886	42.7
Not sure	46	2.3	38	3.6	46	3.0	32	4.0	7	1.0	19	2.1	47	3.1	56	3.7	17	3.5	4	1.8	26	2.7	135	3.1
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

210. Importance as a source of news and information - Blogs

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	478	9.1	89	6.3	253	9.6	17	10.8	119	11.3	99	8.7	145	10.0	50	8.1	93	7.3	42	6.6	19	4.3	186	11.7	85	12.3
Somewhat important	1100	20.9	304	21.4	534	20.3	32	20.5	230	21.9	210	18.6	323	22.2	94	15.1	260	20.4	157	25.1	139	30.9	315	19.8	140	20.3
Not very important	1241	23.6	360	25.4	560	21.3	36	22.6	287	27.3	241	21.3	303	20.8	137	21.9	295	23.2	163	26.1	113	25.2	345	21.7	187	27.0
Not at all important	2276	43.3	622	43.9	1194	45.4	69	43.9	391	37.2	549	48.5	632	43.3	322	51.5	578	45.4	252	40.3	171	38.1	690	43.4	265	38.4
Not sure	158	3.0	43	3.0	87	3.3	4	2.2	24	2.3	32	2.8	54	3.7	22	3.5	46	3.6	12	1.8	7	1.6	54	3.4	14	2.0
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~											
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	55	6.9	69	5.4	111	6.4	243	16.2	8	12.7	71	17.4	27	6.5	54	8.7	91	8.6	44	5.5	149	10.4
Somewhat important	130	16.6	274	21.2	355	20.6	352	23.5	13	20.6	84	20.8	91	21.8	117	18.8	242	22.9	168	21.0	290	20.3
Not very important	161	20.5	326	25.2	436	25.2	342	22.8	13	20.1	102	25.2	79	19.0	162	26.1	266	25.3	193	24.1	311	21.7
Not at all important	410	52.1	573	44.4	774	44.8	533	35.6	27	42.8	141	34.9	203	48.7	261	41.9	429	40.7	367	45.9	654	45.8
Not sure	31	3.9	50	3.9	51	3.0	28	1.8	2	3.8	7	1.7	17	4.0	28	4.5	27	2.5	28	3.5	25	1.7
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

210. Importance as a source of news and information - Blogs

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	487	9.1	102	10.6	385	8.7	41	6.0	446	9.5	165	8.0	313	9.9	138	7.6	328	9.9	266	9.6	220	8.5
Somewhat important	1123	20.9	212	22.1	910	20.7	129	18.9	993	21.2	434	20.9	662	20.9	375	20.7	697	21.0	577	20.9	544	20.9
Not very important	1278	23.8	189	19.7	1089	24.7	156	22.8	1122	23.9	492	23.7	755	23.8	373	20.6	844	25.4	630	22.9	644	24.7
Not at all important	2319	43.2	420	43.8	1899	43.1	336	49.3	1988	42.4	915	44.1	1356	42.7	867	47.8	1356	40.8	1212	44.0	1108	42.5
Not sure	161	3.0	36	3.8	125	2.8	20	3.0	140	3.0	69	3.3	88	2.8	60	3.3	95	2.9	70	2.5	91	3.5
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hisp		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	318	8.0	42	7.9	105	18.0	10	9.8	6	5.9	96	7.8	147	10.6	115	6.9	123	11.5	68	5.9	236	8.2	181	13.6
Somewhat important	793	19.9	140	26.4	132	22.6	29	27.3	20	18.9	245	20.0	287	20.7	316	19.1	268	25.1	231	20.0	552	19.2	338	25.3
Not very important	921	23.1	152	28.7	115	19.6	44	41.7	32	30.1	264	21.6	318	23.0	425	25.8	252	23.7	256	22.2	655	22.8	364	27.2
Not at all important	1833	45.9	192	36.2	206	35.1	22	20.5	45	42.7	562	45.9	601	43.4	744	45.1	400	37.6	562	48.7	1346	46.8	412	30.9
Not sure	124	3.1	5	.9	27	4.7	1	.7	3	2.5	56	4.6	32	2.3	50	3.0	23	2.1	36	3.1	85	3.0	39	2.9
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

210. Importance as a source of news and information - Blogs

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
			Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	486	9.1	164	6.4	322	11.7	226	13.2	96	9.2	262	8.1	160	13.0	53	8.1	10	4.8
Somewhat important	1115	20.9	584	22.7	531	19.2	318	18.5	213	20.4	636	19.6	303	24.7	125	19.0	54	26.5
Not very important	1268	23.7	614	23.9	653	23.6	422	24.6	226	21.7	775	23.8	264	21.5	180	27.4	38	18.7
Not at all important	2312	43.3	1129	43.9	1183	42.8	718	41.8	463	44.4	1476	45.4	483	39.4	265	40.3	96	46.8
Not sure	161	3.0	84	3.3	77	2.8	32	1.9	45	4.3	103	3.2	16	1.3	34	5.2	7	3.2
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

211. Importance as a source of news and information - Friends and neighbors

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	349	6.5	122	11.3	143	6.6	53	4.3	32	3.5	32	8.9	109	10.8	143	6.3	47	3.6	18	4.1	125	8.7	224	5.7
Somewhat important	1768	32.9	335	31.2	770	35.9	408	33.1	255	28.0	108	30.0	340	33.8	796	35.3	404	30.9	121	27.4	508	35.5	1263	32.1
Not very important	1936	36.1	433	40.4	754	35.1	426	34.5	323	35.4	148	41.4	382	38.0	791	35.0	462	35.3	154	35.0	498	34.8	1429	36.3
Not at all important	1199	22.3	144	13.4	451	21.0	323	26.2	281	30.8	62	17.4	141	14.1	494	21.9	366	28.0	135	30.6	281	19.7	921	23.4
Not sure	115	2.1	39	3.7	30	1.4	24	2.0	22	2.4	8	2.3	34	3.4	33	1.5	27	2.1	13	2.9	20	1.4	97	2.5
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	182	9.1	52	5.0	66	4.3	47	6.0	63	9.9	77	8.6	68	4.5	81	5.4	37	7.6	12	5.0	65	6.8	285	6.4
Somewhat important	631	31.7	345	33.2	512	33.6	281	35.3	208	32.8	310	34.3	493	32.7	504	33.7	141	29.2	71	29.5	323	33.8	1444	32.7
Not very important	704	35.3	364	35.0	579	38.0	280	35.2	232	36.6	320	35.3	553	36.6	541	36.2	156	32.3	99	41.2	319	33.3	1617	36.6
Not at all important	417	21.0	254	24.4	353	23.2	167	20.9	123	19.5	187	20.6	353	23.4	333	22.3	135	28.1	58	24.1	205	21.5	994	22.5
Not sure	57	2.9	25	2.4	15	1.0	21	2.6	8	1.3	11	1.2	43	2.8	34	2.3	13	2.8	1	.2	44	4.6	73	1.6
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

211. Importance as a source of news and information - Friends and neighbors

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	344	6.6	75	5.3	173	6.6	8	5.3	88	8.4	83	7.3	89	6.1	48	7.7	84	6.6	37	6.0	42	9.5	90	5.7	38	5.6
Somewhat important	1732	33.0	476	33.6	879	33.5	59	37.4	318	30.2	436	38.6	430	29.5	201	32.2	470	36.9	212	33.9	137	30.5	526	33.1	189	27.4
Not very important	1895	36.1	512	36.1	941	35.8	53	33.4	389	37.0	398	35.2	534	36.6	235	37.6	481	37.8	238	38.1	164	36.5	536	33.7	246	35.6
Not at all important	1169	22.2	332	23.4	559	21.3	37	23.4	241	22.9	193	17.0	352	24.2	123	19.7	220	17.3	129	20.5	105	23.3	383	24.1	208	30.2
Not sure	114	2.2	24	1.7	75	2.8	1	.5	15	1.5	21	1.9	52	3.6	17	2.8	18	1.4	9	1.5	1	.2	55	3.5	9	1.3
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~											
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	54	6.9	82	6.4	75	4.4	130	8.7	3	4.5	34	8.3	32	7.7	50	8.0	93	8.8	29	3.7	70	4.9
Somewhat important	274	34.8	472	36.5	543	31.5	446	29.8	28	44.2	175	43.3	145	34.7	195	31.4	354	33.6	242	30.3	451	31.6
Not very important	278	35.3	443	34.3	680	39.4	517	34.5	20	31.4	114	28.2	153	36.5	231	37.1	372	35.3	320	40.1	531	37.2
Not at all important	157	20.0	274	21.2	398	23.1	365	24.4	11	16.8	73	18.0	78	18.6	132	21.3	219	20.8	191	23.9	343	24.0
Not sure	24	3.0	21	1.7	30	1.7	39	2.6	2	3.0	9	2.2	10	2.5	14	2.2	16	1.5	17	2.1	33	2.3
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

211. Importance as a source of news and information - Friends and neighbors

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	349	6.5	73	7.6	276	6.3	50	7.4	299	6.4	107	5.2	235	7.4	126	7.0	218	6.6	160	5.8	189	7.2
Somewhat important	1767	32.9	290	30.3	1477	33.5	214	31.4	1558	33.2	610	29.4	1115	35.1	587	32.4	1110	33.5	895	32.5	867	33.3
Not very important	1936	36.1	370	38.6	1566	35.5	261	38.2	1673	35.7	796	38.4	1101	34.7	663	36.5	1176	35.4	1009	36.6	925	35.5
Not at all important	1199	22.3	194	20.2	1005	22.8	149	21.8	1051	22.4	528	25.4	646	20.4	394	21.7	746	22.5	635	23.1	565	21.7
Not sure	117	2.2	33	3.4	84	1.9	9	1.3	108	2.3	35	1.7	76	2.4	44	2.4	69	2.1	57	2.1	60	2.3
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	213	5.3	46	8.7	72	12.2	11	10.0	4	3.8	82	6.7	104	7.5	92	5.6	68	6.4	104	9.0	167	5.8	78	5.9
Somewhat important	1324	33.2	173	32.5	200	34.2	27	25.6	26	24.7	377	30.8	453	32.7	575	34.8	345	32.4	404	35.0	866	30.1	492	36.9
Not very important	1472	36.9	197	37.1	171	29.2	48	45.3	30	28.7	466	38.0	506	36.5	571	34.6	373	35.1	401	34.8	1081	37.6	452	33.8
Not at all important	918	23.0	112	21.1	107	18.2	17	15.9	41	38.2	282	23.0	297	21.4	378	22.9	239	22.5	231	20.0	680	23.7	290	21.7
Not sure	63	1.6	4	.7	36	6.1	3	3.3	5	4.6	18	1.5	25	1.8	34	2.0	40	3.7	13	1.1	81	2.8	23	1.7
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

211. Importance as a source of news and information - Friends and neighbors

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
			Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	349	6.5	150	5.8	199	7.2	135	7.9	64	6.1	188	5.8	117	9.5	36	5.5	7	3.2
Somewhat important	1755	32.9	792	30.8	963	34.8	629	36.7	327	31.4	1044	32.1	415	33.9	237	36.1	70	33.9
Not very important	1924	36.0	986	38.3	938	33.9	569	33.2	369	35.3	1214	37.3	410	33.5	205	31.3	82	40.0
Not at all important	1196	22.4	605	23.5	591	21.4	331	19.3	260	24.9	755	23.2	241	19.7	155	23.5	47	22.7
Not sure	117	2.2	41	1.6	76	2.8	52	3.0	24	2.3	51	1.6	42	3.4	24	3.6	0	.1
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

212. Importance to the future of journalism - Social Networking

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	644	12.0	203	18.9	212	9.9	133	10.8	96	10.6	50	13.8	190	18.9	227	10.1	132	10.1	47	10.6	188	13.1	458	11.6
Somewhat important	2103	39.2	468	43.6	815	38.0	473	38.3	348	38.1	167	46.5	405	40.2	856	38.0	520	39.8	156	35.3	546	38.1	1563	39.7
Not very important	1334	24.9	201	18.7	559	26.0	331	26.8	242	26.6	53	14.8	227	22.6	590	26.2	344	26.3	119	27.1	344	24.0	984	25.0
Not at all important	756	14.1	97	9.0	345	16.1	188	15.2	126	13.8	37	10.3	100	10.0	363	16.1	192	14.7	64	14.5	233	16.3	522	13.3
Not sure	529	9.9	105	9.7	215	10.0	109	8.8	100	11.0	52	14.6	84	8.4	218	9.7	119	9.1	55	12.5	121	8.5	407	10.4
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	299	15.0	123	11.8	145	9.5	81	10.2	121	19.1	124	13.6	241	16.0	93	6.2	35	7.2	25	10.3	96	10.1	552	12.5
Somewhat important	735	36.9	425	40.9	607	39.8	329	41.4	267	42.1	411	45.4	593	39.3	592	39.6	150	31.2	63	26.2	400	41.9	1703	38.6
Not very important	510	25.6	243	23.4	395	25.9	186	23.4	125	19.8	208	23.0	329	21.8	421	28.2	134	27.8	86	35.7	228	23.9	1102	25.0
Not at all important	232	11.7	148	14.3	248	16.2	118	14.9	60	9.4	76	8.4	179	11.9	258	17.3	116	24.0	51	21.1	118	12.4	641	14.5
Not sure	216	10.8	100	9.6	131	8.6	81	10.2	61	9.6	86	9.5	166	11.0	129	8.6	47	9.8	16	6.6	112	11.8	416	9.4
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

212. Importance to the future of journalism - Social Networking

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
			Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	635	12.1	152	10.7	309	11.8	19	12.1	156	14.8	115	10.2	188	12.9	57	9.1	145	11.4	58	9.2	80	17.8	198	12.4	95	13.8
Somewhat important	2055	39.1	561	39.5	1006	38.3	60	38.4	428	40.7	450	39.8	540	37.0	237	37.9	523	41.1	284	45.3	153	34.0	608	38.3	250	36.2
Not very important	1311	25.0	367	25.9	662	25.2	46	29.4	235	22.4	267	23.6	388	26.6	141	22.6	303	23.8	153	24.5	139	30.9	395	24.9	175	25.3
Not at all important	742	14.1	239	16.9	350	13.3	18	11.7	134	12.8	170	15.1	175	12.0	97	15.6	195	15.3	77	12.3	53	11.8	220	13.9	103	14.9
Not sure	511	9.7	100	7.0	300	11.4	13	8.5	98	9.3	128	11.3	167	11.5	92	14.8	106	8.4	54	8.7	24	5.4	168	10.6	67	9.7
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~												
			Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+		
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f
Very important	82	10.5	112	8.6	190	11.0	251	16.8	8	12.3	65	16.1	56	13.4	97	15.6	124	11.8	78	9.7	164	11.5	
Somewhat important	308	39.2	537	41.5	689	39.9	550	36.8	21	32.9	197	48.6	163	39.1	260	41.7	454	43.0	293	36.6	497	34.8	
Not very important	192	24.4	349	27.0	430	24.9	352	23.5	7	10.6	68	16.9	113	27.0	131	21.1	240	22.8	250	31.2	361	25.3	
Not at all important	112	14.3	200	15.5	239	13.9	199	13.3	8	13.2	46	11.4	45	10.7	82	13.1	153	14.5	100	12.5	240	16.8	
Not sure	92	11.7	94	7.3	177	10.3	144	9.6	20	31.0	28	7.0	41	9.9	53	8.4	84	8.0	79	9.9	166	11.6	
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0	

212. Importance to the future of journalism - Social Networking

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	649	12.1	126	13.2	522	11.8	72	10.6	576	12.3	235	11.3	397	12.5	161	8.9	470	14.2	321	11.6	327	12.6
Somewhat important	2103	39.2	417	43.5	1685	38.2	244	35.8	1864	39.8	743	35.8	1326	41.8	684	37.7	1347	40.6	1048	38.0	1053	40.4
Not very important	1331	24.8	194	20.2	1137	25.8	182	26.6	1149	24.5	558	26.9	747	23.5	502	27.7	758	22.8	697	25.3	631	24.2
Not at all important	757	14.1	118	12.3	639	14.5	113	16.6	646	13.8	332	16.0	403	12.7	298	16.4	415	12.5	384	13.9	373	14.3
Not sure	528	9.8	105	10.9	423	9.6	71	10.4	453	9.7	209	10.0	300	9.4	168	9.3	329	9.9	305	11.1	223	8.5
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	431	10.8	87	16.4	100	17.1	11	10.7	14	13.0	153	12.5	157	11.4	182	11.0	150	14.1	146	12.7	288	10.0	213	16.0
Somewhat important	1541	38.6	234	44.0	232	39.6	42	39.7	40	38.0	488	39.9	565	40.8	627	38.0	401	37.7	451	39.2	1061	36.9	589	44.1
Not very important	1064	26.7	123	23.1	67	11.4	29	27.1	31	29.2	274	22.3	357	25.8	433	26.3	257	24.1	304	26.4	753	26.2	271	20.3
Not at all important	582	14.6	61	11.5	74	12.6	19	17.9	13	12.1	174	14.2	215	15.5	235	14.2	130	12.2	149	13.0	469	16.3	138	10.3
Not sure	370	9.3	27	5.0	112	19.2	5	4.5	8	7.7	136	11.1	90	6.5	174	10.5	127	11.9	101	8.8	303	10.5	124	9.3
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

212. Importance to the future of journalism - Social Networking

	~~ Total ~~		~~~~~ Gender ~~~~~				~~~~ Outside wages ~~~~				~~~~~ Status ~~~~~							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	646	12.1	271	10.5	376	13.6	223	13.0	153	14.6	350	10.8	177	14.4	82	12.5	34	16.5
Somewhat important	2096	39.2	982	38.1	1114	40.3	734	42.8	373	35.7	1225	37.7	526	43.0	261	39.8	79	38.5
Not very important	1323	24.8	717	27.9	605	21.9	350	20.4	256	24.5	859	26.4	252	20.6	160	24.4	53	25.7
Not at all important	749	14.0	398	15.5	350	12.7	207	12.1	143	13.7	500	15.4	146	11.9	81	12.3	26	12.6
Not sure	528	9.9	206	8.0	321	11.6	202	11.8	119	11.4	317	9.8	124	10.1	72	10.9	14	6.7
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

213. Importance to the future of journalism - Blogging

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1076	20.0	323	30.1	416	19.4	213	17.2	124	13.6	86	23.9	297	29.5	433	19.2	211	16.1	49	11.1	288	20.1	791	20.1
Somewhat important	1897	35.4	370	34.5	810	37.7	448	36.3	270	29.6	123	34.4	355	35.3	855	37.9	442	33.8	122	27.7	519	36.3	1375	34.9
Not very important	1122	20.9	146	13.6	465	21.7	301	24.4	210	23.1	65	18.2	152	15.1	480	21.3	324	24.8	100	22.8	316	22.0	806	20.5
Not at all important	882	16.4	144	13.4	328	15.3	193	15.6	217	23.8	44	12.3	130	12.9	359	15.9	229	17.5	120	27.2	232	16.2	650	16.5
Not sure	391	7.3	91	8.5	128	6.0	80	6.5	91	10.0	40	11.3	72	7.2	128	5.7	101	7.7	49	11.2	77	5.4	313	8.0
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology												Union			
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	493	24.8	211	20.3	229	15.0	140	17.6	264	41.7	233	25.7	223	14.7	199	13.3	100	20.8	58	24.2	160	16.8	922	20.9
Somewhat important	703	35.3	357	34.4	564	37.0	270	34.0	230	36.3	355	39.2	539	35.7	538	36.0	141	29.3	80	33.1	329	34.5	1570	35.6
Not very important	378	19.0	214	20.6	350	23.0	178	22.4	76	11.9	177	19.6	333	22.0	323	21.7	112	23.3	56	23.2	198	20.7	919	20.8
Not at all important	254	12.7	186	17.9	294	19.3	143	18.0	37	5.8	93	10.3	266	17.6	320	21.4	104	21.6	40	16.8	191	20.0	689	15.6
Not sure	164	8.2	71	6.8	88	5.8	64	8.1	27	4.2	47	5.2	150	9.9	112	7.5	24	4.9	6	2.7	76	8.0	314	7.1
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

213. Importance to the future of journalism - Blogging

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1056	20.1	274	19.3	487	18.5	35	22.0	261	24.8	192	17.0	286	19.6	117	18.7	226	17.7	115	18.4	106	23.7	302	19.0	191	27.7
Somewhat important	1868	35.5	495	34.9	899	34.2	64	40.6	409	38.9	383	33.9	504	34.6	191	30.5	467	36.7	251	40.1	167	37.2	560	35.2	230	33.3
Not very important	1098	20.9	310	21.8	558	21.2	36	22.6	195	18.6	245	21.7	301	20.6	115	18.4	286	22.5	130	20.8	90	20.1	340	21.4	136	19.7
Not at all important	858	16.3	259	18.2	458	17.4	15	9.6	126	12.0	211	18.6	244	16.7	128	20.4	206	16.2	93	14.8	76	16.8	263	16.5	90	13.1
Not sure	374	7.1	81	5.7	226	8.6	8	5.3	59	5.6	100	8.8	122	8.4	75	12.0	87	6.8	36	5.8	10	2.2	125	7.9	43	6.2
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Total		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~													
	f	%	Weekly		Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	102	12.9	212	16.4	340	19.7	412	27.5	10	16.3	97	23.9	76	18.3	109	17.4	219	20.8	134	16.8	311	21.8		
Somewhat important	256	32.5	465	36.0	608	35.2	550	36.7	22	35.2	150	37.0	127	30.5	197	31.6	403	38.3	289	36.2	512	35.8		
Not very important	191	24.2	289	22.3	372	21.6	253	16.9	14	21.6	89	22.0	114	27.3	153	24.6	190	18.0	188	23.5	266	18.6		
Not at all important	150	19.1	246	19.1	292	16.9	188	12.5	3	4.3	51	12.5	69	16.6	126	20.2	187	17.8	134	16.7	219	15.4		
Not sure	89	11.2	79	6.1	114	6.6	95	6.3	14	22.6	19	4.6	31	7.4	38	6.2	55	5.2	54	6.7	119	8.4		
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0		



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

213. Importance to the future of journalism - Blogging

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1082	20.2	202	21.0	880	20.0	90	13.2	990	21.1	456	22.0	599	18.9	310	17.1	730	22.0	558	20.3	521	20.0
Somewhat important	1901	35.4	308	32.1	1593	36.1	234	34.3	1668	35.6	714	34.4	1144	36.0	591	32.6	1219	36.7	1004	36.4	893	34.2
Not very important	1114	20.8	192	20.0	922	20.9	155	22.7	967	20.6	423	20.4	673	21.2	393	21.7	677	20.4	532	19.3	588	22.6
Not at all important	881	16.4	180	18.8	701	15.9	140	20.6	740	15.8	331	15.9	532	16.8	384	21.2	458	13.8	439	15.9	439	16.8
Not sure	390	7.3	78	8.1	312	7.1	63	9.2	325	6.9	152	7.3	226	7.1	134	7.4	235	7.1	223	8.1	166	6.4
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	750	18.8	125	23.6	149	25.4	22	20.3	21	19.7	239	19.5	294	21.3	283	17.2	247	23.2	213	18.4	528	18.4	339	25.4
Somewhat important	1388	34.8	234	44.0	174	29.8	54	51.2	30	28.2	422	34.5	501	36.2	565	34.2	392	36.8	379	32.9	975	33.9	542	40.6
Not very important	867	21.7	108	20.3	92	15.7	15	14.3	31	29.2	256	20.9	285	20.6	373	22.6	203	19.0	248	21.5	640	22.3	232	17.3
Not at all important	708	17.7	50	9.5	83	14.3	13	11.8	18	16.7	213	17.4	234	16.9	291	17.6	139	13.0	228	19.8	517	18.0	132	9.9
Not sure	276	6.9	14	2.7	87	14.9	3	2.4	7	6.3	95	7.7	70	5.1	138	8.4	85	8.0	85	7.4	214	7.4	89	6.7
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

213. Importance to the future of journalism - Blogging

	~~ Total ~~		~~~~~ Gender ~~~~~				~~~~~ Outside wages ~~~~~				~~~~~ Status ~~~~~							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1076	20.1	453	17.6	623	22.5	407	23.7	216	20.7	606	18.6	301	24.6	125	19.0	44	21.6
Somewhat important	1887	35.3	937	36.4	950	34.4	615	35.8	330	31.6	1140	35.0	466	38.1	211	32.1	59	28.9
Not very important	1117	20.9	591	23.0	527	19.0	313	18.2	212	20.3	699	21.5	209	17.1	157	23.9	52	25.4
Not at all important	872	16.3	445	17.3	427	15.4	231	13.4	197	18.8	565	17.4	165	13.4	116	17.6	35	17.0
Not sure	388	7.3	149	5.8	239	8.6	150	8.7	89	8.5	242	7.4	83	6.8	49	7.5	15	7.1
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

214. Importance to the future of journalism - Corporate blogging

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	284	5.3	115	10.7	94	4.4	57	4.6	19	2.0	32	9.0	93	9.3	105	4.6	51	3.9	3	.8	81	5.6	203	5.2
Somewhat important	1230	22.9	288	26.8	536	25.0	246	19.9	160	17.5	140	39.0	228	22.7	544	24.1	238	18.2	79	17.9	366	25.5	864	22.0
Not very important	1839	34.3	368	34.3	732	34.1	445	36.0	294	32.3	104	29.0	368	36.6	764	33.9	474	36.3	128	29.2	480	33.5	1356	34.5
Not at all important	1416	26.4	204	19.0	571	26.6	340	27.5	301	33.0	65	18.2	211	21.0	608	26.9	374	28.6	159	36.2	386	26.9	1032	26.2
Not sure	598	11.1	98	9.2	214	9.9	147	11.9	138	15.2	17	4.8	105	10.4	236	10.4	169	13.0	70	16.0	120	8.4	479	12.2
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	158	7.9	47	4.5	52	3.4	20	2.5	41	6.4	62	6.9	80	5.3	65	4.3	20	4.2	16	6.6	39	4.1	247	5.6
Somewhat important	508	25.5	197	19.0	348	22.8	178	22.4	150	23.6	166	18.4	364	24.1	387	25.9	96	20.0	49	20.4	200	20.9	1031	23.4
Not very important	663	33.3	369	35.5	531	34.8	271	34.1	212	33.5	368	40.7	489	32.4	483	32.4	167	34.6	85	35.4	332	34.7	1504	34.1
Not at all important	450	22.6	303	29.2	428	28.1	230	29.0	176	27.7	194	21.4	402	26.6	399	26.7	149	30.9	73	30.4	284	29.7	1132	25.7
Not sure	212	10.6	123	11.9	165	10.8	95	12.0	56	8.8	115	12.7	174	11.5	159	10.7	50	10.3	17	7.2	101	10.6	498	11.3
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

214. Importance to the future of journalism - Corporate blogging

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
			Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	285	5.4	78	5.5	151	5.7	7	4.4	49	4.7	59	5.3	89	6.1	47	7.5	66	5.2	31	5.0	39	8.6	63	4.0	27	4.0
Somewhat important	1214	23.1	326	23.0	626	23.8	34	21.4	229	21.8	307	27.1	313	21.5	166	26.6	293	23.1	176	28.1	108	24.1	308	19.3	158	22.9
Not very important	1815	34.5	487	34.4	879	33.5	66	42.2	381	36.3	372	32.9	488	33.5	195	31.3	441	34.7	203	32.4	150	33.4	587	36.9	227	33.0
Not at all important	1374	26.1	393	27.7	652	24.8	36	22.6	293	27.9	275	24.3	371	25.5	148	23.7	313	24.6	164	26.3	117	26.1	426	26.8	215	31.1
Not sure	567	10.8	134	9.5	319	12.1	15	9.5	99	9.4	117	10.3	196	13.5	68	10.9	158	12.4	51	8.2	35	7.8	207	13.0	63	9.1
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~													
			Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	36	4.5	60	4.6	91	5.3	98	6.6	1	2.2	12	3.0	10	2.5	23	3.7	62	5.8	31	3.8	117	8.2		
Somewhat important	189	24.0	342	26.4	413	24.0	276	18.4	12	19.7	94	23.2	90	21.5	136	21.9	243	23.0	165	20.7	356	24.9		
Not very important	267	33.9	427	33.0	542	31.4	588	39.2	17	26.7	163	40.3	151	36.2	214	34.4	338	32.0	293	36.6	467	32.7		
Not at all important	208	26.4	348	27.0	471	27.3	374	25.0	12	18.9	93	22.9	118	28.4	188	30.2	309	29.3	229	28.6	338	23.6		
Not sure	88	11.2	116	8.9	209	12.1	161	10.8	21	32.5	43	10.5	48	11.5	61	9.8	103	9.7	82	10.2	151	10.5		
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0		

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

214. Importance to the future of journalism - Corporate blogging

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	286	5.3	61	6.4	225	5.1	28	4.1	258	5.5	131	6.3	147	4.6	72	4.0	203	6.1	152	5.5	133	5.1
Somewhat important	1233	23.0	219	22.8	1014	23.0	182	26.7	1050	22.4	530	25.5	672	21.2	408	22.5	771	23.2	643	23.3	585	22.5
Not very important	1837	34.2	342	35.6	1495	33.9	222	32.5	1621	34.6	685	33.0	1123	35.4	616	34.0	1149	34.6	944	34.3	894	34.3
Not at all important	1412	26.3	248	25.9	1164	26.4	192	28.1	1224	26.1	494	23.8	892	28.1	555	30.6	795	24.0	680	24.7	731	28.1
Not sure	600	11.2	89	9.3	510	11.6	59	8.6	537	11.4	235	11.3	340	10.7	161	8.9	400	12.1	335	12.2	263	10.1
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	171	4.3	35	6.6	71	12.1	4	3.5	2	1.5	48	3.9	89	6.4	68	4.1	80	7.5	76	6.6	158	5.5	51	3.8
Somewhat important	882	22.1	140	26.4	155	26.5	27	25.0	11	10.6	253	20.7	336	24.3	408	24.7	217	20.4	262	22.7	678	23.6	289	21.7
Not very important	1369	34.3	190	35.8	163	27.9	50	46.8	54	51.2	441	36.0	446	32.2	570	34.5	374	35.1	375	32.5	976	34.0	488	36.5
Not at all important	1110	27.8	133	25.0	106	18.1	24	22.5	31	28.9	327	26.7	375	27.1	433	26.2	264	24.8	308	26.7	755	26.3	348	26.1
Not sure	456	11.4	33	6.2	90	15.4	2	2.1	8	7.9	156	12.7	139	10.0	171	10.4	130	12.2	132	11.4	307	10.7	159	11.9
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

214. Importance to the future of journalism - Corporate blogging

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
			Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	283	5.3	124	4.8	159	5.7	103	6.0	55	5.3	155	4.8	84	6.9	27	4.2	19	9.0
Somewhat important	1227	23.0	528	20.5	699	25.3	463	27.0	236	22.6	736	22.6	314	25.6	134	20.3	39	19.1
Not very important	1828	34.2	924	35.9	904	32.7	569	33.1	335	32.1	1112	34.2	425	34.7	214	32.6	69	33.5
Not at all important	1405	26.3	774	30.1	631	22.8	353	20.6	273	26.2	888	27.3	261	21.3	198	30.2	65	31.6
Not sure	598	11.2	224	8.7	374	13.5	229	13.3	144	13.8	361	11.1	140	11.4	83	12.7	14	6.8
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

215. Importance to the future of journalism - Trust

	Total		AgeGroup								AgeGroup-B										Child<17			
	f	%	18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	4209	78.4	847	78.9	1700	79.2	975	79.0	687	75.2	275	76.6	799	79.4	1787	79.2	1042	79.8	306	69.6	1131	79.0	3075	78.2
Somewhat important	613	11.4	121	11.3	252	11.8	148	12.0	91	10.0	44	12.2	119	11.9	259	11.5	142	10.8	50	11.3	180	12.6	433	11.0
Not very important	187	3.5	27	2.5	73	3.4	43	3.5	44	4.8	2	.5	34	3.4	78	3.5	48	3.7	25	5.6	42	3.0	144	3.7
Not at all important	117	2.2	10	1.0	29	1.4	28	2.2	50	5.5	7	2.0	7	.7	36	1.6	33	2.5	34	7.8	32	2.2	86	2.2
Not sure	241	4.5	69	6.4	92	4.3	40	3.3	41	4.4	31	8.7	46	4.6	96	4.3	42	3.2	25	5.8	47	3.3	196	5.0
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1556	78.1	819	78.8	1203	78.9	614	77.2	516	81.4	745	82.4	1189	78.7	1136	76.1	364	75.5	194	80.7	717	75.1	3492	79.1
Somewhat important	224	11.3	118	11.3	176	11.5	97	12.3	60	9.4	94	10.4	161	10.7	199	13.3	62	13.0	23	9.4	124	13.0	491	11.1
Not very important	66	3.3	37	3.6	57	3.7	25	3.1	21	3.3	15	1.7	59	3.9	51	3.4	20	4.1	10	4.1	32	3.4	154	3.5
Not at all important	47	2.4	21	2.1	27	1.8	22	2.7	5	.8	6	.6	24	1.6	52	3.5	21	4.3	8	3.1	23	2.4	93	2.1
Not sure	98	4.9	44	4.3	62	4.1	37	4.7	32	5.1	45	5.0	76	5.0	55	3.7	15	3.2	6	2.7	59	6.2	183	4.2
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

215. Importance to the future of journalism - Trust

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	4123	78.5	1119	78.9	2039	77.6	124	78.5	841	80.0	948	83.9	1064	73.0	509	81.5	992	78.0	489	78.1	346	77.0	1238	77.9	536	77.6
Somewhat important	600	11.4	153	10.8	309	11.8	18	11.3	120	11.4	104	9.2	201	13.8	58	9.3	159	12.5	80	12.8	57	12.8	173	10.9	82	12.0
Not very important	184	3.5	62	4.4	88	3.4	6	3.9	28	2.6	31	2.7	54	3.7	15	2.5	41	3.2	25	4.0	20	4.5	62	3.9	20	2.9
Not at all important	115	2.2	45	3.2	51	2.0	5	2.9	14	1.3	23	2.0	28	1.9	19	3.1	37	2.9	6	.9	12	2.8	25	1.6	14	2.1
Not sure	232	4.4	40	2.8	139	5.3	5	3.4	48	4.6	25	2.2	111	7.6	23	3.7	43	3.3	26	4.2	13	2.9	92	5.8	37	5.4
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~											
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	619	78.7	1007	77.9	1320	76.5	1206	80.5	53	83.5	328	81.0	322	77.1	473	76.1	840	79.7	631	78.9	1114	78.0
Somewhat important	93	11.8	131	10.2	243	14.1	142	9.5	6	9.4	45	11.1	56	13.4	80	12.9	109	10.3	84	10.5	174	12.2
Not very important	27	3.4	51	3.9	58	3.4	50	3.3	2	2.8	11	2.8	19	4.5	24	3.8	38	3.6	33	4.2	37	2.6
Not at all important	24	3.0	47	3.7	26	1.5	21	1.4			4	1.1	13	3.0	26	4.1	24	2.3	12	1.5	22	1.5
Not sure	25	3.2	56	4.4	79	4.6	79	5.2	3	4.4	16	4.0	8	2.0	19	3.1	44	4.1	39	4.8	81	5.7
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

215. Importance to the future of journalism - Trust

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	4210	78.4	790	82.3	3420	77.6	553	80.9	3659	78.0	1629	78.5	2489	78.4	1423	78.5	2595	78.2	2169	78.7	2040	78.2
Somewhat important	612	11.4	101	10.5	511	11.6	73	10.7	542	11.6	245	11.8	363	11.4	215	11.8	386	11.6	302	11.0	310	11.9
Not very important	187	3.5	27	2.9	159	3.6	28	4.1	159	3.4	77	3.7	105	3.3	57	3.1	115	3.5	76	2.8	111	4.2
Not at all important	118	2.2	19	2.0	99	2.2	20	2.9	98	2.1	44	2.1	67	2.1	48	2.7	58	1.7	56	2.0	57	2.2
Not sure	242	4.5	23	2.4	219	5.0	9	1.4	232	4.9	82	3.9	149	4.7	70	3.9	165	5.0	152	5.5	90	3.4
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	3115	78.1	436	82.0	452	77.2	88	82.6	84	79.3	947	77.3	1112	80.4	1282	77.7	835	78.4	896	77.7	2218	77.2	1095	82.0
Somewhat important	466	11.7	54	10.1	62	10.6	7	6.8	12	11.0	134	11.0	152	11.0	198	12.0	123	11.6	154	13.3	338	11.8	120	9.0
Not very important	148	3.7	16	3.1	10	1.6	5	5.0	6	5.8	45	3.7	43	3.1	69	4.2	29	2.8	39	3.4	120	4.2	28	2.1
Not at all important	92	2.3	9	1.8	11	1.9	3	3.2	2	1.8	29	2.4	29	2.1	35	2.1	19	1.8	27	2.4	72	2.5	14	1.0
Not sure	168	4.2	17	3.1	51	8.7	3	2.5	2	2.1	69	5.6	48	3.4	67	4.0	58	5.5	36	3.2	127	4.4	78	5.9
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

215. Importance to the future of journalism - Trust

	~~ Total ~~		~~~~~ Gender ~~~~~				~~~~~ Outside wages ~~~~~				~~~~~ Status ~~~~~							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	4190	78.5	1994	77.5	2196	79.4	1362	79.3	827	79.3	2553	78.5	972	79.4	498	75.8	162	78.7
Somewhat important	612	11.5	308	12.0	304	11.0	184	10.7	120	11.5	377	11.6	128	10.4	92	14.0	14	6.7
Not very important	187	3.5	105	4.1	82	2.9	53	3.1	29	2.8	112	3.5	29	2.4	23	3.4	21	10.1
Not at all important	110	2.1	74	2.9	36	1.3	17	1.0	19	1.9	79	2.4	17	1.4	18	2.8	3	1.3
Not sure	242	4.5	93	3.6	149	5.4	101	5.9	48	4.6	130	4.0	79	6.4	26	4.0	7	3.2
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

216. Importance to the future of journalism - Search

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2391	44.6	479	44.6	951	44.3	575	46.6	386	42.3	142	39.6	459	45.6	1016	45.0	596	45.6	178	40.5	631	44.0	1768	44.9
Somewhat important	1722	32.1	340	31.7	696	32.4	403	32.7	282	31.0	121	33.8	311	30.9	737	32.7	416	31.9	137	31.1	473	33.0	1240	31.5
Not very important	403	7.5	80	7.4	144	6.7	91	7.4	88	9.7	27	7.4	76	7.6	143	6.4	111	8.5	46	10.4	100	7.0	302	7.7
Not at all important	155	2.9	18	1.7	43	2.0	41	3.3	52	5.7	13	3.5	11	1.1	51	2.3	48	3.7	32	7.2	42	2.9	113	2.9
Not sure	696	13.0	157	14.6	312	14.5	124	10.0	104	11.4	56	15.7	148	14.7	308	13.7	135	10.4	48	10.9	186	13.0	511	13.0
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	934	46.9	478	46.0	628	41.2	348	43.8	350	55.2	479	52.9	708	46.9	568	38.0	177	36.7	86	35.9	392	41.0	2004	45.4
Somewhat important	615	30.9	327	31.5	500	32.8	271	34.1	161	25.4	234	25.9	514	34.0	524	35.1	161	33.5	85	35.4	321	33.6	1399	31.7
Not very important	113	5.7	78	7.5	160	10.5	51	6.5	30	4.8	37	4.1	82	5.4	156	10.5	53	11.1	31	12.7	77	8.1	324	7.3
Not at all important	58	2.9	29	2.8	36	2.4	32	4.0	10	1.5	13	1.5	36	2.4	60	4.0	24	5.0	9	3.9	28	2.9	125	2.8
Not sure	272	13.6	128	12.3	200	13.1	93	11.7	83	13.1	142	15.6	170	11.3	185	12.4	66	13.7	29	12.0	137	14.4	560	12.7
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

216. Importance to the future of journalism - Search

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2343	44.6	614	43.2	1147	43.7	84	53.3	498	47.4	509	45.0	621	42.6	297	47.6	528	41.5	291	46.5	186	41.3	712	44.8	323	46.8
Somewhat important	1685	32.1	446	31.4	891	33.9	40	25.3	309	29.4	388	34.3	489	33.6	185	29.7	440	34.6	206	32.9	156	34.8	496	31.2	201	29.1
Not very important	398	7.6	151	10.6	170	6.5	7	4.6	71	6.7	75	6.7	90	6.2	38	6.1	103	8.1	41	6.5	47	10.5	133	8.4	40	5.8
Not at all important	151	2.9	54	3.8	66	2.5	9	5.4	23	2.2	30	2.6	36	2.4	27	4.4	39	3.1	13	2.0	19	4.2	33	2.1	20	2.9
Not sure	677	12.9	155	10.9	354	13.5	18	11.3	150	14.3	128	11.3	221	15.2	76	12.2	162	12.8	75	12.1	41	9.2	216	13.6	106	15.4
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~											
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	336	42.7	567	43.9	717	41.5	736	49.2	32	51.0	189	46.6	171	41.0	313	50.3	474	45.0	349	43.7	619	43.4
Somewhat important	301	38.2	409	31.7	580	33.6	415	27.7	18	29.0	139	34.3	142	34.1	184	29.6	356	33.8	256	32.1	445	31.2
Not very important	66	8.4	108	8.4	138	8.0	90	6.0			21	5.1	43	10.4	44	7.1	69	6.5	64	8.1	125	8.7
Not at all important	29	3.6	60	4.6	34	2.0	31	2.1	2	2.8	5	1.2	14	3.3	33	5.3	29	2.8	20	2.5	31	2.2
Not sure	56	7.1	148	11.4	257	14.9	225	15.0	11	17.2	52	12.8	46	11.1	48	7.8	125	11.9	110	13.7	208	14.6
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

216. Importance to the future of journalism - Search

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
	f	%	Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2396	44.6	490	51.1	1906	43.2	295	43.2	2102	44.8	935	45.0	1400	44.1	808	44.5	1505	45.3	1265	45.9	1136	43.6
Somewhat important	1719	32.0	278	29.0	1441	32.7	252	36.8	1471	31.4	656	31.6	1035	32.6	610	33.6	1030	31.0	838	30.4	877	33.7
Not very important	402	7.5	56	5.8	346	7.9	52	7.6	350	7.5	151	7.3	247	7.8	151	8.3	234	7.1	202	7.3	201	7.7
Not at all important	154	2.9	24	2.5	130	3.0	30	4.3	126	2.7	75	3.6	75	2.4	61	3.4	80	2.4	73	2.7	79	3.0
Not sure	696	13.0	111	11.6	585	13.3	55	8.0	641	13.7	260	12.5	416	13.1	184	10.1	470	14.2	377	13.7	314	12.1
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1717	43.0	261	49.0	288	49.2	44	41.2	61	57.2	542	44.2	628	45.3	737	44.7	479	45.0	508	44.1	1191	41.4	702	52.6
Somewhat important	1329	33.3	146	27.5	169	28.9	37	34.4	29	27.4	365	29.8	475	34.3	525	31.8	331	31.1	368	31.9	946	32.9	402	30.1
Not very important	310	7.8	51	9.5	23	4.0	6	6.0	6	6.0	92	7.5	120	8.7	123	7.5	67	6.3	82	7.1	269	9.4	51	3.8
Not at all important	124	3.1	18	3.3	9	1.5	3	3.0	1	.8	37	3.0	43	3.1	44	2.7	27	2.5	39	3.4	97	3.4	16	1.2
Not sure	509	12.8	57	10.7	96	16.4	16	15.5	9	8.5	189	15.4	119	8.6	221	13.4	161	15.1	155	13.5	371	12.9	165	12.4
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

216. Importance to the future of journalism - Search

	~~ Total ~~		~~~~~ Gender ~~~~~				~~~~ Outside wages ~~~~				~~~~~ Status ~~~~~							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2390	44.8	1029	40.0	1361	49.2	834	48.6	528	50.6	1416	43.6	554	45.2	336	51.1	84	41.0
Somewhat important	1707	32.0	930	36.1	777	28.1	477	27.8	293	28.1	1075	33.0	394	32.1	193	29.4	50	24.4
Not very important	402	7.5	252	9.8	150	5.4	88	5.1	62	6.0	257	7.9	70	5.7	37	5.7	34	16.7
Not at all important	150	2.8	98	3.8	52	1.9	26	1.5	26	2.5	97	3.0	29	2.4	21	3.2	7	3.6
Not sure	692	12.9	266	10.3	426	15.4	292	17.0	134	12.9	407	12.5	178	14.6	70	10.6	30	14.4
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

217. Importance to the future of journalism - Professional Journalism

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	3480	64.8	736	68.6	1428	66.5	777	63.0	538	58.9	228	63.6	710	70.6	1484	65.8	812	62.2	246	55.8	922	64.4	2557	65.0
Somewhat important	1100	20.5	212	19.7	446	20.8	268	21.7	175	19.2	63	17.6	202	20.1	481	21.3	269	20.6	85	19.2	326	22.8	777	19.8
Not very important	336	6.3	56	5.2	115	5.3	89	7.2	77	8.4	30	8.3	44	4.3	123	5.5	99	7.6	40	9.1	81	5.7	253	6.4
Not at all important	284	5.3	40	3.7	90	4.2	64	5.2	90	9.8	36	9.9	13	1.3	100	4.4	85	6.5	51	11.5	70	4.9	213	5.4
Not sure	167	3.1	30	2.8	68	3.2	36	2.9	33	3.6	2	.5	36	3.6	68	3.0	41	3.1	20	4.4	33	2.3	134	3.4
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1346	67.6	646	62.2	970	63.7	508	63.8	462	72.9	734	81.1	1071	71.0	816	54.7	224	46.5	125	51.7	595	62.2	2886	65.4
Somewhat important	377	18.9	226	21.8	342	22.5	148	18.7	120	18.9	129	14.3	265	17.5	381	25.5	120	25.0	56	23.4	233	24.4	869	19.7
Not very important	100	5.0	77	7.4	98	6.4	61	7.7	29	4.6	15	1.6	56	3.7	133	8.9	59	12.1	36	15.1	49	5.2	286	6.5
Not at all important	98	4.9	58	5.6	72	4.7	55	6.9	8	1.3	9	1.0	62	4.1	116	7.8	67	13.8	16	6.7	30	3.1	252	5.7
Not sure	71	3.6	31	3.0	41	2.7	23	2.9	14	2.2	18	1.9	56	3.7	46	3.1	12	2.5	7	3.1	49	5.1	119	2.7
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

217. Importance to the future of journalism - Professional Journalism

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	3414	65.0	936	66.0	1610	61.3	116	73.5	753	71.6	631	55.8	953	65.4	333	53.3	784	61.6	437	69.8	310	69.0	1063	66.8	473	68.6
Somewhat important	1081	20.6	286	20.1	569	21.7	25	16.1	201	19.1	290	25.7	271	18.6	152	24.4	294	23.1	114	18.3	77	17.2	316	19.9	132	19.1
Not very important	331	6.3	98	6.9	175	6.7	8	5.2	50	4.7	79	7.0	93	6.4	41	6.6	106	8.3	33	5.3	30	6.6	81	5.1	39	5.7
Not at all important	270	5.1	69	4.8	175	6.7	5	3.2	21	2.0	101	9.0	72	4.9	84	13.4	64	5.0	25	4.1	27	6.1	59	3.7	17	2.5
Not sure	157	3.0	30	2.1	97	3.7	3	2.0	27	2.6	29	2.6	67	4.6	14	2.2	24	1.9	16	2.5	5	1.1	72	4.5	28	4.1
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~											
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	405	51.5	810	62.7	1141	66.1	1076	71.8	46	72.8	222	54.8	295	70.7	411	66.1	723	68.6	503	63.0	926	64.8
Somewhat important	200	25.4	273	21.1	343	19.9	279	18.7	6	9.5	124	30.7	73	17.5	135	21.6	208	19.8	167	20.9	273	19.1
Not very important	70	8.9	93	7.2	111	6.5	55	3.6	7	10.5	31	7.8	19	4.5	29	4.6	54	5.2	64	8.0	90	6.3
Not at all important	83	10.6	86	6.6	86	5.0	27	1.8	1	2.0	14	3.4	24	5.8	39	6.2	39	3.7	39	4.9	89	6.2
Not sure	29	3.6	30	2.3	45	2.6	60	4.0	3	5.2	13	3.3	7	1.6	9	1.4	29	2.7	26	3.3	52	3.6
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

217. Importance to the future of journalism - Professional Journalism

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
	f	%	Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	3480	64.8	575	59.9	2905	65.9	385	56.4	3098	66.1	1319	63.5	2093	66.0	1093	60.3	2255	67.9	1797	65.2	1685	64.6
Somewhat important	1100	20.5	220	22.9	880	20.0	149	21.8	953	20.3	390	18.8	687	21.7	368	20.3	686	20.7	559	20.3	538	20.6
Not very important	336	6.3	68	7.1	268	6.1	50	7.4	286	6.1	157	7.5	171	5.4	133	7.3	184	5.5	153	5.6	183	7.0
Not at all important	284	5.3	81	8.4	203	4.6	85	12.5	199	4.2	154	7.4	116	3.7	170	9.4	89	2.7	149	5.4	131	5.0
Not sure	167	3.1	15	1.6	152	3.4	13	1.9	154	3.3	57	2.7	105	3.3	49	2.7	105	3.2	97	3.5	70	2.7
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	2579	64.6	392	73.7	349	59.7	76	71.7	63	59.1	833	68.0	906	65.4	1009	61.1	707	66.4	786	68.2	1693	58.9	1003	75.1
Somewhat important	850	21.3	84	15.9	118	20.1	20	19.0	19	17.7	226	18.5	287	20.7	374	22.7	200	18.8	215	18.6	644	22.4	238	17.8
Not very important	276	6.9	24	4.5	19	3.3	3	2.9	7	7.0	72	5.9	84	6.1	113	6.8	67	6.3	69	6.0	226	7.9	41	3.1
Not at all important	184	4.6	21	3.9	50	8.6	3	3.1	15	14.1	49	4.0	80	5.8	113	6.8	38	3.5	59	5.2	205	7.1	15	1.1
Not sure	101	2.5	10	2.0	49	8.3	3	3.2	2	2.1	45	3.7	27	2.0	42	2.5	53	5.0	24	2.1	106	3.7	37	2.8
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

217. Importance to the future of journalism - Professional Journalism

	-- Total --		----- Gender -----				----- Outside wages -----				----- Status -----							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	3468	64.9	1591	61.8	1877	67.9	1183	68.9	687	65.9	2042	62.8	854	69.8	420	64.0	144	69.9
Somewhat important	1097	20.5	561	21.8	535	19.4	321	18.7	214	20.6	691	21.2	233	19.0	131	20.0	42	20.3
Not very important	333	6.2	195	7.6	138	5.0	78	4.5	60	5.8	219	6.7	55	4.5	46	7.1	12	5.8
Not at all important	276	5.2	162	6.3	113	4.1	66	3.9	47	4.5	203	6.2	33	2.7	41	6.3	5	2.6
Not sure	167	3.1	65	2.5	102	3.7	68	4.0	34	3.3	97	3.0	50	4.0	17	2.6	3	1.3
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

218. Importance to the future of journalism - Citizen Journalism

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1867	34.8	380	35.4	801	37.3	448	36.3	237	26.0	111	31.0	361	35.9	867	38.4	423	32.4	106	24.0	564	39.4	1309	33.3
Somewhat important	2124	39.6	404	37.6	847	39.5	500	40.5	373	40.9	147	40.9	381	37.9	879	39.0	544	41.7	173	39.3	540	37.7	1581	40.2
Not very important	745	13.9	154	14.3	278	12.9	158	12.8	156	17.1	41	11.4	166	16.5	267	11.8	193	14.8	78	17.8	211	14.7	531	13.5
Not at all important	264	4.9	53	4.9	87	4.0	56	4.5	69	7.6	21	6.0	42	4.2	96	4.3	66	5.0	39	8.9	57	4.0	206	5.2
Not sure	366	6.8	83	7.7	134	6.2	72	5.9	77	8.5	38	10.7	56	5.6	147	6.5	81	6.2	44	10.0	60	4.2	306	7.8
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	674	33.8	359	34.6	538	35.3	301	37.9	333	52.6	315	34.8	475	31.5	446	29.8	172	35.7	101	42.0	324	33.9	1550	35.1
Somewhat important	792	39.7	421	40.5	610	40.0	286	36.0	206	32.5	394	43.5	631	41.8	592	39.7	184	38.2	79	32.8	357	37.4	1766	40.0
Not very important	280	14.0	151	14.6	200	13.1	110	13.8	55	8.6	118	13.1	216	14.3	250	16.7	66	13.8	28	11.6	165	17.3	577	13.1
Not at all important	89	4.5	54	5.2	82	5.4	40	5.0	18	2.9	23	2.5	56	3.7	104	7.0	30	6.3	25	10.5	34	3.5	229	5.2
Not sure	158	7.9	54	5.2	95	6.2	58	7.3	22	3.5	55	6.1	132	8.7	101	6.8	29	6.0	7	3.1	76	8.0	291	6.6
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

218. Importance to the future of journalism - Citizen Journalism

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1837	35.0	475	33.5	876	33.3	45	28.7	441	41.9	409	36.2	449	30.8	195	31.3	422	33.2	228	36.4	156	34.6	569	35.8	273	39.6
Somewhat important	2087	39.7	546	38.5	1075	40.9	71	44.8	396	37.6	453	40.1	605	41.5	233	37.3	554	43.5	247	39.5	168	37.5	620	39.0	256	37.1
Not very important	732	13.9	225	15.9	350	13.3	27	16.9	131	12.4	148	13.1	198	13.6	92	14.7	176	13.8	86	13.8	71	15.9	217	13.6	88	12.8
Not at all important	253	4.8	91	6.4	112	4.3	8	5.4	41	3.9	38	3.4	74	5.1	31	5.0	56	4.4	35	5.6	33	7.3	64	4.0	29	4.2
Not sure	345	6.6	82	5.8	214	8.1	7	4.3	42	4.0	82	7.2	131	9.0	73	11.7	65	5.1	29	4.7	21	4.7	121	7.6	43	6.3
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~											
	f	%	Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	240	30.4	462	35.7	573	33.2	571	38.1	20	31.9	175	43.1	180	43.1	207	33.3	358	33.9	266	33.3	495	34.6
Somewhat important	313	39.8	498	38.5	727	42.1	571	38.1	18	29.0	147	36.4	143	34.2	275	44.1	411	39.0	331	41.5	522	36.5
Not very important	112	14.2	196	15.2	233	13.5	194	13.0	10	16.4	39	9.7	55	13.2	83	13.3	150	14.2	110	13.8	229	16.0
Not at all important	43	5.5	61	4.7	101	5.9	55	3.7	4	5.7	17	4.2	20	4.8	31	4.9	78	7.4	35	4.4	55	3.8
Not sure	80	10.1	75	5.8	92	5.3	106	7.1	11	17.1	27	6.6	20	4.7	27	4.4	58	5.5	56	7.1	128	9.0
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

218. Importance to the future of journalism - Citizen Journalism

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1873	34.9	392	40.9	1481	33.6	214	31.4	1655	35.3	685	33.0	1148	36.2	626	34.5	1170	35.2	915	33.2	957	36.7
Somewhat important	2121	39.5	310	32.3	1811	41.1	273	40.0	1855	39.6	840	40.5	1241	39.1	699	38.6	1333	40.2	1131	41.0	990	38.0
Not very important	743	13.9	131	13.6	613	13.9	95	13.9	649	13.8	301	14.5	434	13.7	267	14.7	444	13.4	374	13.6	369	14.2
Not at all important	264	4.9	51	5.3	213	4.8	43	6.3	221	4.7	111	5.4	136	4.3	96	5.3	151	4.5	129	4.7	133	5.1
Not sure	367	6.8	76	7.9	291	6.6	57	8.4	309	6.6	139	6.7	214	6.7	125	6.9	221	6.7	207	7.5	159	6.1
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1368	34.3	195	36.7	222	37.9	33	30.6	42	39.1	397	32.4	545	39.4	541	32.8	376	35.3	328	28.5	947	32.9	597	44.7
Somewhat important	1609	40.3	204	38.3	195	33.3	47	44.2	43	40.3	508	41.5	535	38.6	637	38.6	422	39.6	492	42.7	1114	38.7	515	38.6
Not very important	582	14.6	82	15.4	53	9.1	17	15.9	9	8.1	164	13.4	183	13.2	264	16.0	126	11.9	175	15.2	448	15.6	120	9.0
Not at all important	197	4.9	24	4.6	24	4.1	4	4.0	10	9.5	69	5.6	68	4.9	70	4.2	54	5.0	68	5.9	161	5.6	33	2.5
Not sure	233	5.8	27	5.1	91	15.6	6	5.3	3	2.9	86	7.1	53	3.8	139	8.4	87	8.1	90	7.8	205	7.1	71	5.3
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

218. Importance to the future of journalism - Citizen Journalism

	~~ Total ~~		~~~~~ Gender ~~~~~				~~~~ Outside wages ~~~~				~~~~~ Status ~~~~~							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very important	1867	35.0	826	32.1	1041	37.6	649	37.8	392	37.5	1122	34.5	441	36.0	226	34.4	76	36.8
Somewhat important	2109	39.5	1032	40.1	1077	38.9	678	39.5	393	37.6	1269	39.0	495	40.4	266	40.5	76	37.0
Not very important	741	13.9	424	16.5	317	11.4	181	10.6	135	13.0	485	14.9	142	11.6	84	12.8	29	13.9
Not at all important	259	4.8	153	6.0	105	3.8	57	3.3	49	4.7	147	4.5	69	5.6	32	4.8	17	8.2
Not sure	366	6.8	139	5.4	227	8.2	151	8.8	75	7.2	230	7.1	78	6.4	49	7.5	8	4.1
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

219. What do you think has been the impact of the Internet on the overall quality of journalism?

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very positive	1580	29.4	342	31.8	612	28.5	377	30.5	250	27.4	80	22.3	342	34.0	648	28.7	394	30.1	117	26.5	448	31.3	1134	28.8
Somewhat positive	2492	46.4	478	44.5	1061	49.4	557	45.1	397	43.5	146	40.8	480	47.7	1101	48.8	590	45.1	176	39.9	663	46.3	1827	46.4
Somewhat negative	722	13.5	125	11.6	305	14.2	161	13.1	131	14.3	64	17.8	102	10.2	309	13.7	172	13.1	75	17.1	205	14.3	518	13.2
Very negative	189	3.5	31	2.9	50	2.3	57	4.6	50	5.5	11	3.2	28	2.8	59	2.6	60	4.6	30	6.8	36	2.5	152	3.9
Not sure	384	7.2	99	9.2	119	5.6	82	6.7	84	9.2	57	16.0	54	5.3	138	6.1	92	7.0	43	9.8	79	5.5	303	7.7
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very positive	638	32.0	331	31.8	393	25.8	222	27.9	253	39.9	260	28.7	406	26.9	388	26.0	162	33.6	99	41.1	285	29.8	1297	29.4
Somewhat positive	926	46.5	434	41.8	757	49.7	355	44.6	292	46.1	454	50.2	703	46.6	699	46.8	210	43.6	97	40.2	471	49.3	2022	45.8
Somewhat negative	241	12.1	148	14.2	211	13.8	124	15.6	63	9.9	125	13.9	221	14.7	226	15.1	51	10.5	24	10.0	116	12.1	608	13.8
Very negative	58	2.9	54	5.2	44	2.9	32	4.0	6	.9	15	1.7	54	3.6	75	5.0	26	5.5	5	2.2	28	3.0	160	3.6
Not sure	129	6.5	72	6.9	119	7.8	63	7.9	20	3.1	51	5.6	124	8.2	105	7.0	33	6.8	16	6.5	55	5.8	326	7.4
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

219. What do you think has been the impact of the Internet on the overall quality of journalism?

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
			Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very positive	1546	29.4	368	25.9	813	31.0	44	27.7	321	30.5	357	31.6	446	30.6	193	30.9	357	28.1	185	29.6	132	29.3	447	28.1	238	34.5
Somewhat positive	2440	46.4	669	47.1	1186	45.1	78	49.8	508	48.3	483	42.7	689	47.3	251	40.1	546	43.0	310	49.5	219	48.9	779	49.0	333	48.3
Somewhat negative	716	13.6	228	16.1	333	12.7	23	14.9	132	12.5	138	12.2	192	13.1	90	14.4	203	15.9	87	13.9	59	13.2	201	12.7	72	10.4
Very negative	186	3.5	54	3.8	97	3.7	6	3.6	29	2.8	44	3.9	53	3.6	21	3.3	59	4.7	10	1.6	22	5.0	52	3.3	13	1.9
Not sure	367	7.0	100	7.0	199	7.6	6	4.1	62	5.9	108	9.5	78	5.3	70	11.3	106	8.3	34	5.5	17	3.7	110	6.9	33	4.8
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	~~~~~ Shop Wal-Mart ~~~~~										~~~~~ Income ~~~~~											
	Weekly		Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very positive	257	32.6	352	27.2	445	25.8	498	33.3	27	42.6	124	30.6	131	31.4	160	25.6	329	31.2	229	28.7	424	29.7
Somewhat positive	321	40.7	619	47.9	844	48.9	695	46.4	19	29.6	177	43.8	158	37.8	312	50.1	501	47.5	415	52.0	648	45.3
Somewhat negative	99	12.6	167	12.9	244	14.1	211	14.1	4	6.5	55	13.5	64	15.2	81	13.0	130	12.3	95	11.9	211	14.8
Very negative	24	3.0	63	4.8	68	3.9	31	2.1	3	4.5	11	2.7	18	4.3	21	3.4	42	4.0	20	2.5	47	3.3
Not sure	87	11.0	92	7.1	126	7.3	61	4.1	11	16.8	38	9.3	47	11.2	49	7.9	52	4.9	39	4.9	98	6.9
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

219. What do you think has been the impact of the Internet on the overall quality of journalism?

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very positive	1583	29.5	269	28.0	1314	29.8	170	24.9	1411	30.1	603	29.0	944	29.8	574	31.6	927	27.9	826	30.0	750	28.8
Somewhat positive	2489	46.4	431	44.9	2059	46.7	290	42.4	2209	47.1	993	47.8	1451	45.7	779	43.0	1621	48.8	1287	46.7	1208	46.3
Somewhat negative	725	13.5	139	14.5	586	13.3	108	15.8	617	13.1	257	12.4	444	14.0	252	13.9	440	13.3	401	14.5	321	12.3
Very negative	189	3.5	36	3.7	153	3.5	29	4.3	159	3.4	90	4.3	91	2.9	73	4.0	103	3.1	86	3.1	101	3.9
Not sure	382	7.1	86	8.9	296	6.7	86	12.5	294	6.3	133	6.4	242	7.6	135	7.4	227	6.9	155	5.6	227	8.7
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hisp		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very positive	1078	27.0	196	36.9	221	37.8	34	32.3	37	34.8	351	28.7	419	30.3	428	25.9	359	33.7	309	26.8	860	29.9	408	30.5
Somewhat positive	1884	47.2	227	42.7	252	43.1	56	52.2	51	48.0	552	45.1	647	46.7	782	47.4	499	46.9	571	49.6	1265	44.0	658	49.3
Somewhat negative	585	14.7	70	13.1	39	6.6	12	11.1	12	11.1	197	16.1	173	12.5	233	14.1	115	10.8	143	12.4	414	14.4	164	12.3
Very negative	161	4.0	10	1.8	10	1.7	4	3.3	1	1.0	40	3.3	63	4.5	45	2.7	39	3.7	39	3.4	121	4.2	27	2.0
Not sure	281	7.0	29	5.5	63	10.7	1	1.1	6	5.2	84	6.9	83	6.0	162	9.8	52	4.9	90	7.9	213	7.4	78	5.9
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

219. What do you think has been the impact of the Internet on the overall quality of journalism?

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Very positive	1568	29.4	779	30.3	789	28.5	447	26.1	335	32.1	969	29.8	368	30.0	189	28.7	41	19.8
Somewhat positive	2485	46.5	1197	46.5	1287	46.5	847	49.3	440	42.2	1503	46.2	579	47.3	292	44.5	108	52.4
Somewhat negative	721	13.5	377	14.7	343	12.4	214	12.4	130	12.4	448	13.8	155	12.7	81	12.3	38	18.7
Very negative	187	3.5	103	4.0	84	3.0	45	2.6	39	3.7	115	3.5	44	3.6	18	2.7	10	4.8
Not sure	381	7.1	118	4.6	263	9.5	164	9.5	100	9.5	217	6.7	79	6.4	77	11.7	9	4.3
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

221. In general, do you think that traditional journalism is out of touch with what Americans want from their news?

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	3508	65.4	541	50.4	1432	66.7	875	70.9	660	72.4	186	51.9	521	51.9	1543	68.4	933	71.4	325	73.8	976	68.1	2536	64.5
No	1266	23.6	379	35.3	490	22.8	241	19.5	156	17.1	152	42.3	318	31.6	474	21.0	251	19.2	72	16.4	325	22.7	936	23.8
Not sure	592	11.0	154	14.3	224	10.4	118	9.6	96	10.5	21	5.8	166	16.5	239	10.6	123	9.4	43	9.8	131	9.2	462	11.7
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	1191	59.8	709	68.2	1033	67.8	583	73.3	379	59.9	352	38.9	784	52.0	1287	86.2	458	95.1	215	89.1	544	56.9	2966	67.2
No	518	26.0	221	21.2	358	23.5	156	19.6	175	27.6	402	44.5	507	33.6	127	8.5	12	2.4	18	7.3	291	30.4	976	22.1
Not sure	283	14.2	110	10.6	134	8.8	56	7.1	79	12.5	151	16.7	218	14.5	80	5.3	12	2.5	9	3.7	121	12.7	471	10.7
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

	Religion								BornAgain				Often attend church											
	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	943	66.5	1775	67.6	80	50.7	641	61.0	871	77.0	875	60.1	466	74.7	883	69.5	388	62.1	271	60.3	993	62.4	437	63.3
No	330	23.3	580	22.1	49	31.0	276	26.3	185	16.4	390	26.7	131	20.9	269	21.2	163	26.0	120	26.7	382	24.0	166	24.0
Not sure	146	10.3	271	10.3	29	18.3	133	12.7	75	6.6	192	13.2	27	4.4	119	9.4	75	12.0	59	13.0	216	13.6	87	12.6
Total	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

221. In general, do you think that traditional journalism is out of touch with what Americans want from their news?

	Total		Shop Wal-Mart										Income											
	f	%	Weekly		Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	3513	65.5	557	70.8	932	72.1	1156	67.0	824	55.0	44	69.0	281	69.4	264	63.1	382	61.4	691	65.6	533	66.7	923	64.6
No	1268	23.6	169	21.4	253	19.6	383	22.2	450	30.0	14	21.5	59	14.6	102	24.5	157	25.3	253	24.0	187	23.4	361	25.3
Not sure	586	10.9	62	7.8	108	8.3	187	10.8	224	15.0	6	9.4	65	16.0	51	12.3	83	13.3	110	10.4	79	9.9	145	10.1
Total	5366	100.0	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

	Armed Forces				NASCAR fan				Investor				Own Gun				Passport			
	Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	665	69.3	2842	64.5	483	70.7	3029	64.6	1487	71.7	1937	61.1	1349	74.4	1976	59.5	1764	64.0	1739	66.7
No	211	22.0	1056	24.0	146	21.3	1122	23.9	427	20.5	816	25.7	351	19.4	886	26.7	678	24.6	588	22.6
Not sure	83	8.7	509	11.6	54	8.0	539	11.5	162	7.8	419	13.2	113	6.2	457	13.8	312	11.3	280	10.8
Total	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	Race										Region								Resident					
	White		Hisp		AfrAmer		Asian		Other		East		South		Centr	GrLks	West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	2712	68.0	282	53.1	324	55.5	77	72.0	74	69.7	759	62.0	941	68.0	1105	67.0	678	63.7	652	56.6	2096	72.9	755	56.6
No	869	21.8	185	34.7	166	28.4	22	20.7	21	19.3	305	24.9	306	22.1	413	25.0	236	22.1	343	29.8	526	18.3	397	29.8
Not sure	408	10.2	65	12.2	94	16.1	8	7.3	12	11.0	161	13.1	137	9.9	133	8.0	151	14.2	157	13.6	253	8.8	183	13.7
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

221. In general, do you think that traditional journalism is out of touch with what Americans want from their news?

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	3490	65.3	1788	69.5	1702	61.5	1024	59.6	677	64.9	2254	69.3	712	58.1	431	65.7	95	46.4
No	1261	23.6	565	21.9	696	25.2	474	27.6	222	21.3	707	21.7	326	26.6	153	23.4	70	34.1
Not sure	590	11.0	221	8.6	368	13.3	219	12.7	144	13.8	292	9.0	186	15.2	72	11.0	40	19.5
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

222. Do you believe that Americans are more or less informed than they were 10 years ago or informed about the same?

	Total		AgeGroup								AgeGroup-B										Child<17			
	f	%	18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More	1974	36.8	372	34.6	803	37.4	488	39.6	311	34.1	142	39.7	330	32.8	859	38.1	492	37.7	151	34.2	613	42.8	1359	34.5
Less	2420	45.1	494	46.0	928	43.2	548	44.4	450	49.4	141	39.3	470	46.8	982	43.5	606	46.4	220	50.0	530	37.0	1892	48.1
About the same	852	15.9	184	17.2	356	16.6	176	14.2	137	15.0	65	18.0	184	18.3	354	15.7	186	14.2	64	14.6	246	17.2	607	15.4
Not sure	120	2.2	24	2.2	60	2.8	22	1.8	14	1.5	11	2.9	22	2.2	60	2.7	23	1.7	5	1.2	43	3.0	77	2.0
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology												Union			
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More	736	37.0	388	37.4	523	34.3	312	39.2	127	20.1	289	31.9	657	43.6	586	39.2	188	39.1	80	33.2	364	38.1	1610	36.5
Less	875	43.9	481	46.3	729	47.8	333	41.9	365	57.6	445	49.1	630	41.7	632	42.3	224	46.5	106	44.0	434	45.4	1989	45.1
About the same	333	16.7	144	13.8	238	15.6	137	17.2	118	18.7	158	17.4	197	13.0	238	16.0	62	13.0	52	21.7	149	15.6	703	15.9
Not sure	47	2.4	25	2.4	35	2.3	13	1.6	23	3.6	14	1.5	26	1.7	37	2.5	7	1.4	3	1.1	8	.9	111	2.5
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

222. Do you believe that Americans are more or less informed than they were 10 years ago or informed about the same?

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
			Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More	1932	36.8	528	37.2	1056	40.2	54	34.2	294	28.0	471	41.6	566	38.9	246	39.3	498	39.1	240	38.4	150	33.3	598	37.6	192	27.8
Less	2373	45.2	630	44.4	1132	43.1	72	45.6	538	51.2	478	42.3	637	43.7	297	47.6	559	44.0	267	42.7	190	42.2	703	44.2	360	52.2
About the same	829	15.8	223	15.7	382	14.5	28	18.0	196	18.6	163	14.4	218	14.9	66	10.5	192	15.1	106	16.9	97	21.5	247	15.5	125	18.1
Not sure	120	2.3	37	2.6	57	2.2	3	2.2	23	2.2	19	1.7	36	2.5	16	2.6	23	1.8	13	2.0	13	2.9	42	2.6	12	1.8
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Weekly		~~~~~ Shop Wal-Mart ~~~~~								~~~~~ Income ~~~~~													
			Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+			
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More	389	49.4	536	41.5	616	35.7	413	27.6	23	36.0	96	23.6	160	38.4	248	39.9	410	38.9	306	38.3	530	37.1		
Less	280	35.6	529	40.9	767	44.4	812	54.2	33	51.8	208	51.4	191	45.8	270	43.4	480	45.6	338	42.3	622	43.5		
About the same	97	12.3	195	15.1	312	18.0	238	15.9	8	12.0	92	22.6	57	13.7	96	15.4	150	14.3	140	17.6	235	16.4		
Not sure	21	2.7	32	2.4	32	1.8	34	2.3	0	.2	9	2.3	9	2.1	8	1.3	13	1.2	15	1.8	41	2.9		
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0		

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

222. Do you believe that Americans are more or less informed than they were 10 years ago or informed about the same?

	Total		-- Armed Forces --				--- NASCAR fan ---				----- Investor -----				----- Own Gun -----				----- Passport -----			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More	1975	36.8	317	33.1	1657	37.6	290	42.4	1684	35.9	746	35.9	1189	37.5	744	41.0	1155	34.8	955	34.7	1012	38.8
Less	2420	45.1	486	50.6	1934	43.9	296	43.4	2131	45.4	956	46.0	1400	44.1	779	43.0	1519	45.8	1286	46.7	1138	43.7
About the same	852	15.9	133	13.8	720	16.3	82	12.0	770	16.4	329	15.8	512	16.1	260	14.4	560	16.9	456	16.5	394	15.1
Not sure	120	2.2	23	2.4	97	2.2	15	2.2	105	2.2	45	2.2	72	2.3	30	1.6	85	2.6	58	2.1	62	2.4
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	----- Race -----										----- Region -----								----- Resident -----					
	White		Hisp		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More	1457	36.5	196	36.9	237	40.6	26	24.0	36	34.1	452	36.9	522	37.7	625	37.9	360	33.8	469	40.7	1133	39.4	366	27.4
Less	1791	44.9	220	41.3	279	47.7	67	63.1	46	43.1	535	43.7	637	46.0	718	43.5	510	47.9	464	40.3	1234	42.9	726	54.4
About the same	644	16.1	102	19.2	62	10.6	12	11.6	24	22.9	204	16.7	197	14.2	280	17.0	164	15.4	190	16.5	453	15.8	206	15.4
Not sure	98	2.5	14	2.7	7	1.1	1	1.3			33	2.7	28	2.0	27	1.7	32	3.0	29	2.5	55	1.9	37	2.7
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

222. Do you believe that Americans are more or less informed than they were 10 years ago or informed about the same?

	-- Total --		----- Gender -----				---- Outside wages ----				----- Status -----							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More	1961	36.7	915	35.5	1046	37.8	642	37.4	404	38.7	1274	39.2	392	32.0	224	34.1	74	35.9
Less	2410	45.1	1186	46.1	1224	44.2	782	45.6	435	41.7	1380	42.4	610	49.8	321	48.9	94	45.7
About the same	850	15.9	430	16.7	419	15.2	247	14.4	172	16.5	530	16.3	191	15.6	95	14.5	35	17.2
Not sure	121	2.3	44	1.7	77	2.8	45	2.6	32	3.1	68	2.1	32	2.6	16	2.5	2	1.2
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

223. When thinking about media companies, do you believe they are becoming. . . ?

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Too large and powerful to allow for competition	3724	69.4	694	64.7	1517	70.7	895	72.5	617	67.7	203	56.6	707	70.3	1588	70.4	926	70.8	301	68.3	946	66.1	2780	70.7
The right size to adequately compete	916	17.1	227	21.1	360	16.8	181	14.7	147	16.1	61	17.0	220	21.9	367	16.3	198	15.1	71	16.0	284	19.9	634	16.1
Too small to provide range services nec. remain comp.	48	.9	1	.1	16	.8	11	.9	19	2.1	0	.1	1	.1	22	1.0	15	1.2	9	2.0	11	.8	39	1.0
NS	679	12.7	151	14.1	253	11.8	147	11.9	129	14.1	94	26.3	77	7.7	279	12.4	168	12.9	60	13.7	190	13.3	482	12.3
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Too large and powerful to allow for competition	1379	69.2	751	72.3	1049	68.8	544	68.4	559	88.3	749	82.8	1038	68.8	895	59.9	283	58.7	154	64.0	702	73.5	3026	68.6
The right size to adequately compete	369	18.5	149	14.3	265	17.4	136	17.1	40	6.4	83	9.2	277	18.4	327	21.9	114	23.7	48	19.9	147	15.4	771	17.5
Too small to provide range services nec. remain comp.	18	.9	12	1.2	17	1.1	2	.3	1	.1	4	.5	10	.6	23	1.6	6	1.2	4	1.6	9	.9	41	.9
NS	226	11.4	127	12.2	194	12.7	113	14.2	33	5.2	68	7.5	185	12.2	248	16.6	79	16.4	35	14.5	98	10.2	575	13.0
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

223. When thinking about media companies, do you believe they are becoming. . . ?

	Total		~~~~~ Religion ~~~~~								~~ BornAgain ~~				~~~~~ Often attend church ~~~~~											
			Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Too large and powerful to allow for competition	3647	69.4	933	65.8	1780	67.8	114	72.3	820	78.1	719	63.6	1040	71.3	378	60.5	847	66.6	431	68.8	320	71.3	1161	73.0	518	75.1
The right size to adequately compete	902	17.2	268	18.9	488	18.6	22	14.2	124	11.8	232	20.6	250	17.2	133	21.4	236	18.6	123	19.6	90	20.0	215	13.5	102	14.8
Too small to provide range services nec. remain comp.	47	.9	17	1.2	17	.6	1	.6	12	1.1	7	.6	10	.7	2	.4	12	.9	5	.8	3	.6	18	1.2	8	1.1
NS	658	12.5	201	14.1	342	13.0	20	12.9	95	9.0	172	15.2	158	10.8	111	17.8	177	13.9	67	10.7	37	8.1	195	12.3	62	9.0
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	~~~~~ Shop Wal-Mart ~~~~~										~~~~~ Income ~~~~~											
	Weekly		Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Too large and powerful to allow for competition	461	58.5	834	64.5	1166	67.5	1224	81.8	39	62.1	281	69.4	312	74.7	437	70.3	753	71.5	536	67.1	992	69.4
The right size to adequately compete	195	24.8	241	18.7	299	17.3	174	11.6	6	9.5	61	15.1	53	12.7	121	19.5	177	16.8	153	19.1	248	17.4
Too small to provide range services nec. remain comp.	7	.9	15	1.1	20	1.1	4	.3	2	3.2	2	.4	1	.3	7	1.1	10	1.0	7	.9	13	.9
NS	124	15.8	202	15.7	242	14.0	95	6.3	16	25.2	62	15.2	51	12.3	57	9.1	113	10.7	103	12.9	175	12.3
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

223. When thinking about media companies, do you believe they are becoming. . . ?

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Too large and powerful to allow for competition	3728	69.4	653	68.1	3075	69.7	431	63.1	3297	70.3	1282	61.8	2358	74.3	1211	66.8	2374	71.5	1899	68.9	1819	69.8
The right size to adequately compete	918	17.1	139	14.5	779	17.7	142	20.9	775	16.5	454	21.9	446	14.1	320	17.6	553	16.7	456	16.6	457	17.5
Too small to provide range services nec. remain comp.	47	.9	6	.6	41	.9	5	.7	45	1.0	26	1.2	22	.7	16	.9	27	.8	33	1.2	17	.6
NS	676	12.6	162	16.8	514	11.7	105	15.4	573	12.2	314	15.1	347	10.9	266	14.7	364	11.0	367	13.3	314	12.0
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	----- Race -----										----- Region -----								----- Resident -----					
	White		Hisp		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Too large and powerful to allow for competition	2790	69.9	338	63.5	412	70.4	79	74.4	71	66.9	847	69.1	974	70.3	1106	67.0	761	71.5	766	66.4	1843	64.1	1109	83.1
The right size to adequately compete	651	16.3	126	23.7	96	16.4	15	14.4	22	20.5	219	17.9	230	16.6	309	18.7	153	14.3	242	21.0	565	19.7	106	7.9
Too small to provide range services nec. remain comp.	37	.9	4	.7	3	.5	4	3.4	0	.2	17	1.4	14	1.0	10	.6	10	.9	8	.7	34	1.2	9	.6
NS	511	12.8	64	12.1	74	12.7	8	7.8	13	12.3	143	11.7	167	12.1	226	13.7	141	13.3	137	11.9	432	15.0	111	8.3
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

223. When thinking about media companies, do you believe they are becoming. . .?

	~~ Total ~~		~~~~~ Gender ~~~~~				~~~~ Outside wages ~~~~				~~~~~ Status ~~~~~							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Too large and powerful to allow for competition	3708	69.4	1780	69.1	1928	69.7	1254	73.1	668	64.1	2202	67.7	890	72.7	460	70.1	151	73.7
The right size to adequately compete	913	17.1	469	18.2	445	16.1	242	14.1	203	19.4	575	17.7	194	15.8	107	16.3	40	19.6
Too small to provide range services nec. remain comp.	48	.9	25	1.0	23	.8	11	.7	11	1.1	32	1.0	8	.6	9	1.4	0	.1
NS	671	12.6	300	11.7	371	13.4	209	12.2	161	15.4	443	13.6	133	10.9	81	12.3	13	6.6
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

224. Which of the following poses the greatest opportunity to the future of professional journalism?

	Total		AgeGroup								AgeGroup-B										Child<17			
			18-29		30-49		50-64		65+		18-24		25-34		35-54		55-69		70+		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Rise of free-internet based media	2863	53.3	541	50.4	1156	53.9	687	55.7	479	52.5	194	54.1	502	49.9	1219	54.1	713	54.6	234	53.2	798	55.7	2071	52.6
Media mergers-conglomeration	339	6.3	86	8.0	152	7.1	69	5.6	33	3.6	26	7.3	83	8.2	152	6.7	59	4.5	19	4.3	97	6.8	240	6.1
Blogs/citizen journalists	827	15.4	196	18.3	361	16.8	170	13.8	100	10.9	58	16.1	190	18.9	369	16.3	166	12.7	44	10.0	204	14.3	624	15.9
Online advertising	64	1.2	27	2.5	26	1.2	4	.3	7	.8	11	3.0	19	1.9	23	1.0	5	.4	5	1.1	27	1.9	36	.9
Other	308	5.7	63	5.9	120	5.6	66	5.4	59	6.4	28	7.7	50	5.0	126	5.6	72	5.5	31	7.1	70	4.9	237	6.0
Not sure	967	18.0	161	15.0	332	15.5	238	19.3	236	25.8	42	11.7	161	16.0	366	16.2	291	22.2	107	24.4	235	16.4	725	18.4
Total	5367	100.0	1073	100.0	2147	100.0	1234	100.0	912	100.0	358	100.0	1006	100.0	2256	100.0	1307	100.0	441	100.0	1432	100.0	3934	100.0

	Live								Ideology										Union					
	Lge City		Sm City		Suburbs		Rural		Prog		Lib		Mod		Cons		VCons		Libert		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Rise of free-internet based media	1108	55.6	570	54.8	801	52.5	392	49.3	365	57.5	492	54.4	777	51.5	773	51.8	276	57.3	148	61.3	468	49.0	2403	54.5
Media mergers-conglomeration	145	7.3	47	4.5	92	6.1	53	6.7	57	9.0	72	8.0	115	7.6	61	4.1	13	2.7	12	5.0	93	9.7	241	5.5
Blogs/citizen journalists	303	15.2	186	17.9	235	15.4	106	13.3	127	20.1	154	17.1	228	15.1	201	13.4	68	14.1	42	17.5	131	13.7	697	15.8
Online advertising	30	1.5	12	1.2	13	.9	8	1.0	1	.2	16	1.8	22	1.5	9	.6	5	1.1	1	.4	11	1.1	53	1.2
Other	98	4.9	72	7.0	74	4.8	64	8.0	23	3.6	42	4.7	73	4.8	120	8.1	32	6.6	13	5.5	66	6.9	241	5.5
Not sure	308	15.5	152	14.6	309	20.3	172	21.7	61	9.6	128	14.1	294	19.4	329	22.0	87	18.0	25	10.3	187	19.6	778	17.6
Total	1992	100.0	1039	100.0	1524	100.0	795	100.0	634	100.0	905	100.0	1509	100.0	1493	100.0	482	100.0	241	100.0	956	100.0	4413	100.0

Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

224. Which of the following poses the greatest opportunity to the future of professional journalism?

	Total		Religion								Born Again				Often attend church											
	f	%	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		>Weekly		Weekly		1-2/Mo		Holidays		Rarely		Never	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Rise of free-internet based media	2808	53.4	743	52.4	1394	53.1	89	56.8	581	55.3	649	57.4	735	50.4	362	58.0	682	53.6	331	52.9	244	54.4	799	50.3	405	58.7
Media mergers-conglomeration	325	6.2	86	6.1	140	5.3	10	6.0	90	8.5	53	4.7	83	5.7	36	5.7	66	5.2	39	6.3	31	6.9	110	6.9	46	6.7
Blogs/citizen journalists	809	15.4	207	14.6	398	15.1	21	13.4	183	17.4	148	13.1	246	16.9	63	10.1	179	14.1	108	17.3	96	21.5	262	16.5	105	15.2
Online advertising	64	1.2	25	1.7	30	1.1	2	1.4	6	.6	20	1.8	6	.4	3	.5	28	2.2	10	1.7	9	2.0	8	.5	5	.7
Other	303	5.8	87	6.1	162	6.1	7	4.6	47	4.5	56	5.0	105	7.2	53	8.5	70	5.5	33	5.3	28	6.3	86	5.4	30	4.4
Not sure	945	18.0	270	19.0	504	19.2	28	17.8	143	13.6	203	18.0	282	19.4	107	17.2	248	19.5	104	16.6	40	8.9	325	20.5	98	14.3
Total	5254	100.0	1419	100.0	2627	100.0	158	100.0	1051	100.0	1131	100.0	1457	100.0	624	100.0	1272	100.0	626	100.0	449	100.0	1590	100.0	690	100.0

	Shop Wal-Mart										Income											
	Weekly		Few/mo		1-2/yr		Rarely		Never		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Rise of free-internet based media	437	55.5	666	51.5	926	53.7	805	53.7	33	52.1	195	48.1	194	46.4	300	48.2	601	57.1	441	55.2	831	58.1
Media mergers-conglomeration	47	6.0	91	7.1	108	6.3	91	6.1	1	1.2	25	6.1	34	8.1	42	6.7	53	5.0	75	9.4	80	5.6
Blogs/citizen journalists	83	10.5	195	15.1	250	14.5	297	19.9	6	10.0	97	24.0	54	12.9	102	16.3	162	15.4	119	14.9	206	14.4
Online advertising	16	2.0	19	1.4	12	.7	17	1.1			4	1.0	19	4.5	20	3.2	7	.7	4	.5	7	.5
Other	47	5.9	64	4.9	122	7.1	67	4.5	9	13.6	9	2.3	37	8.8	42	6.7	53	5.1	29	3.6	93	6.5
Not sure	158	20.0	258	20.0	307	17.8	220	14.7	15	23.2	75	18.5	80	19.2	118	18.9	177	16.8	132	16.5	213	14.9
Total	787	100.0	1292	100.0	1726	100.0	1497	100.0	63	100.0	405	100.0	417	100.0	622	100.0	1054	100.0	799	100.0	1429	100.0

224. Which of the following poses the greatest opportunity to the future of professional journalism?

	Total		~~ Armed Forces ~~				~~~ NASCAR fan ~~~				~~~~ Investor ~~~~~				~~~~~ Own Gun ~~~~~				~~~~~ Passport ~~~~~			
			Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Rise of free-internet based media	2873	53.5	477	49.7	2396	54.4	338	49.5	2531	54.0	1230	59.2	1594	50.2	1036	57.1	1718	51.8	1486	53.9	1380	52.9
Media mergers-conglomeration	334	6.2	58	6.0	276	6.3	38	5.6	301	6.4	103	5.0	229	7.2	77	4.2	254	7.6	184	6.7	155	5.9
Blogs/citizen journalists	826	15.4	206	21.5	619	14.1	113	16.5	717	15.3	317	15.3	495	15.6	256	14.1	541	16.3	444	16.1	385	14.8
Online advertising	64	1.2	5	.5	59	1.3	4	.5	60	1.3	24	1.1	40	1.3	17	1.0	46	1.4	30	1.1	34	1.3
Other	307	5.7	65	6.8	242	5.5	50	7.3	257	5.5	127	6.1	171	5.4	128	7.1	163	4.9	170	6.2	135	5.2
Not sure	965	18.0	149	15.5	816	18.5	141	20.6	824	17.6	275	13.2	644	20.3	298	16.5	597	18.0	441	16.0	519	19.9
Total	5368	100.0	960	100.0	4408	100.0	683	100.0	4690	100.0	2076	100.0	3173	100.0	1813	100.0	3319	100.0	2755	100.0	2607	100.0

	~~~~~ Race ~~~~~										~~~~~ Region ~~~~~								~~~~~ Resident ~~~~~					
	White		Hispanic		AfrAmer		Asian		Other		East		South		Centr GrLks		West		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Rise of free-internet based media	2104	52.8	299	56.3	335	57.2	54	51.1	43	40.7	679	55.4	724	52.3	881	53.4	560	52.6	606	52.6	1549	53.9	710	53.2
Media mergers-conglomeration	220	5.5	51	9.6	52	8.8	12	11.6	3	3.2	86	7.0	89	6.5	93	5.7	67	6.3	70	6.0	162	5.6	107	8.0
Blogs/citizen journalists	587	14.7	100	18.8	95	16.3	13	12.6	27	25.3	161	13.1	236	17.0	230	13.9	193	18.2	163	14.2	390	13.6	276	20.7
Online advertising	55	1.4	5	1.0					4	3.4	4	.3	30	2.2	25	1.5	4	.4	20	1.7	30	1.0	14	1.0
Other	234	5.9	31	5.9	20	3.5	5	4.8	11	10.6	69	5.7	61	4.4	113	6.8	60	5.6	67	5.8	179	6.2	60	4.5
Not sure	790	19.8	45	8.4	83	14.2	21	19.9	18	16.8	227	18.5	243	17.6	308	18.7	180	16.9	228	19.8	564	19.6	169	12.6
Total	3989	100.0	532	100.0	585	100.0	106	100.0	106	100.0	1225	100.0	1384	100.0	1650	100.0	1065	100.0	1153	100.0	2875	100.0	1335	100.0



Zogby Interactive National Adults 1/30/07 thru 2/1/07 MOE +/- 1.4 percentage points

224. Which of the following poses the greatest opportunity to the future of professional journalism?

	~~ Total ~~		~~~~~ Gender ~~~~~				~~~~ Outside wages ~~~~				~~~~~ Status ~~~~~							
	f	%	Male		Female		Yes		No/NS		Married		Single		D/W/S		Civil union	
			f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Rise of free-internet based media	2858	53.5	1483	57.6	1374	49.7	879	51.2	489	46.9	1810	55.6	603	49.2	335	51.0	113	55.2
Media mergers-conglomeration	339	6.3	141	5.5	198	7.1	145	8.4	53	5.1	178	5.5	103	8.4	37	5.6	20	9.8
Blogs/citizen journalists	826	15.5	413	16.0	413	14.9	277	16.2	136	13.0	428	13.2	249	20.3	113	17.1	36	17.5
Online advertising	64	1.2	29	1.1	35	1.2	21	1.2	14	1.3	28	.9	30	2.4	3	.5	3	1.4
Other	303	5.7	166	6.4	138	5.0	81	4.7	57	5.4	209	6.4	47	3.8	43	6.6	8	3.7
Not sure	952	17.8	342	13.3	609	22.0	314	18.3	295	28.3	599	18.4	193	15.8	126	19.2	26	12.5
Total	5341	100.0	2574	100.0	2767	100.0	1717	100.0	1044	100.0	3252	100.0	1225	100.0	657	100.0	206	100.0